



## Webinar: Building Effective Public Awareness & Outreach Counter-Trafficking Efforts for the Transportation Sector

Wednesday, July 31, 2024 | 3:00 – 4:30pm EDT

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## Opening Remarks



### Shelia Helton-Ingram

Assistant Director,  
Protocol & Special Programs Team,  
Office of International  
Transportation & Trade (OIT&T),  
Office of the Secretary (OST),  
U.S. Department of Transportation



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## Our Presenters



**Elizabeth Pfenning**

Counter Trafficking  
Advisor, OIT&T, OST,  
U.S. Department of  
Transportation



**Kimberly Casey**

Program Specialist,  
Office on Trafficking in  
Persons, U.S.  
Department of Health  
and Human Services



**Kylla Lanier**

Deputy Director and Co-  
Founder, TAT (formerly  
Truckers Against  
Trafficking )



**Lori Cohen**

Chief Executive Officer,  
Protect All Children from  
Trafficking (PACT)



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## Learning Objectives

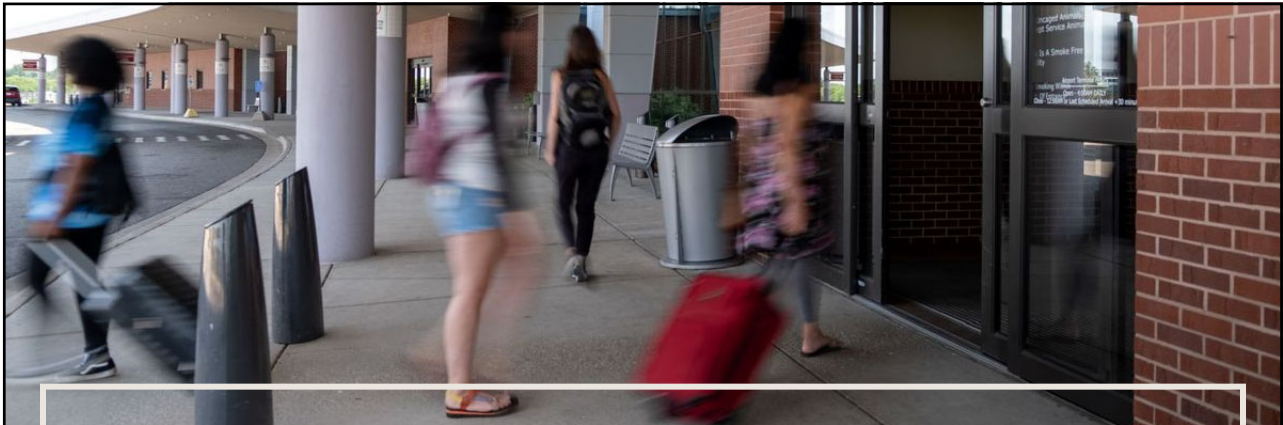
As a result of this webinar, transportation industry stakeholders will be able to:

- Understand best practices for counter-trafficking public awareness and outreach efforts
- Identify effective counter-trafficking messaging and imagery
- Apply considerations for ethical storytelling
- Use existing resources to support local efforts



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# Introductions



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## USDOT's Role



*"The only thing more effective than **millions of transportation workers** empowered to identify and report human trafficking is **hundreds of millions of traveling Americans** helping with that same goal. Together we can save people from human trafficking across our transportation systems."*

**PETE BUTTIGIEG,  
USDOT SECRETARY**



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## Transportation Leaders Against Human Trafficking (TLAHT)

**Five Focus Areas:**

- Leadership Engagement
- Industry Education & Sharing
- Policy Development
- Public Awareness and Outreach
- Information-Sharing and Analysis

Currently **600+ signatories** across *all modes* in **50 states**.

**Join the Effort & Sign the Pledge**

**Issue a Leader Statement**

**Train Employees**

**Raise Public Awareness**

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## TLAHT Multimodal Training



Source: [Transportation Leaders Against Human Trafficking \(TLAHT\) Combating Human Trafficking in the Transportation Sector Awareness Training](#)



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## TLAHT Multimodal Awareness Materials

**Do you feel safe?**

**For help and support:**  
**Text 233733 or Call 888-373-7888**  
24/7 • Toll free • Confidential • 200+ languages

The National Human Trafficking Hotline provides confidential help regardless of immigration status.

**No one has the right to force you to work or have sex for money, food, housing, transportation, or anything else. Ask for help if someone:**

- Controls your movement, identification, documents, money, or speech
- Does not honor work, housing, or financial arrangements
- Hurts, or threatens to hurt, you or your loved ones
- Threatens to report you to immigration officials or law enforcement

Scan this code to learn the signs and indicators.

**¿Se siente seguro?**

**Para obtener ayuda y apoyo:**  
**Textea 233733 o llama 1-888-373-7888**  
24/7 • Número gratuito • Confidencial • Más de 200 idiomas

La línea Nacional Gratuita de Tráfico de Personas ofrece ayuda independientemente de su condición migratoria.

**Nadie tiene el derecho de obligarle a trabajar o a tener relaciones sexuales a cambio de dinero, comida, vivienda, transporte o cualquier otra cosa. Pídale ayuda si alguien:**

- Controla sus movimientos, documentos de identificación, dinero o lo que dice
- No respeta los acuerdos de trabajo, de vivienda o financieros
- Le hace daño a usted o a sus seres queridos, o amenaza con hacerlo
- Le amenaza con denunciarle a los funcionarios de inmigración o autoridades policíacas

Escanea este código para conocer las señales e indicadores.

**National Human Trafficking Hotline**  
**Text 233733 or Call 888-373-7888**  
24/7 • Toll free  
Confidential • 200+ languages  
**In an emergency call 911 or contact local authorities.**

**Indicators of Human Trafficking**  
Human traffickers recruit, transport, and exploit their victims via waterways in urban, rural, and tribal communities. Victims/traffickers can be of any age, race, ethnicity, sex, gender identity, ability, nationality, citizenship, or socioeconomic background. ▶▶▶



### Maritime/Port Indicators

- Controlled movement, identification, money, documents, luggage, and speech
- Signs of physical/emotional distress, abuse, or branding
- Improper clothing for weather or travel route
- May travel with few/no belongings
- Difficulty articulating reasonable, logical travel plans and responses sound scripted/inconsistent
- May not know person who purchased their ticket, their fellow traveler, or who is picking them up
- May use prepaid credit cards and gift cards
- Works excessively long hours and/or is provided few or no breaks
- Employer withholds pay, pays less than agreed to, or coerces contract extension

[transportation.gov/TLAHT/Campaign](https://transportation.gov/TLAHT/Campaign)

Source: [Transportation Leaders Against Human Trafficking \(TLAHT\) Multimodal Awareness Campaign](#)



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## TLAHT Multimodal Awareness Materials Cont'd



Source: [Transportation Leaders Against Human Trafficking \(TLAHT\) Multimodal Awareness Campaign](#)



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## Blue Lightning Initiative (BLI)

- **Interagency:** DOT, U.S. Department of Homeland Security (DHS), and U.S. Customs and Border Protection (CBP)
- **Voluntary Partnership:** MOU with U.S. aviation stakeholders + foreign carriers servicing the U.S.
- **Purpose:** Trains aviation personnel to recognize and report human trafficking
- **Partners:** 140+ BLI Partners, 350,000+ Aviation Personnel Trained



Under federal law, any **minor** engaged in commercial sex is a victim of human trafficking.

### INDICATORS



Each indicator alone may not necessarily mean a person is being trafficked.  
[dhs.gov/bluecampaign/indicators](https://dhs.gov/bluecampaign/indicators)

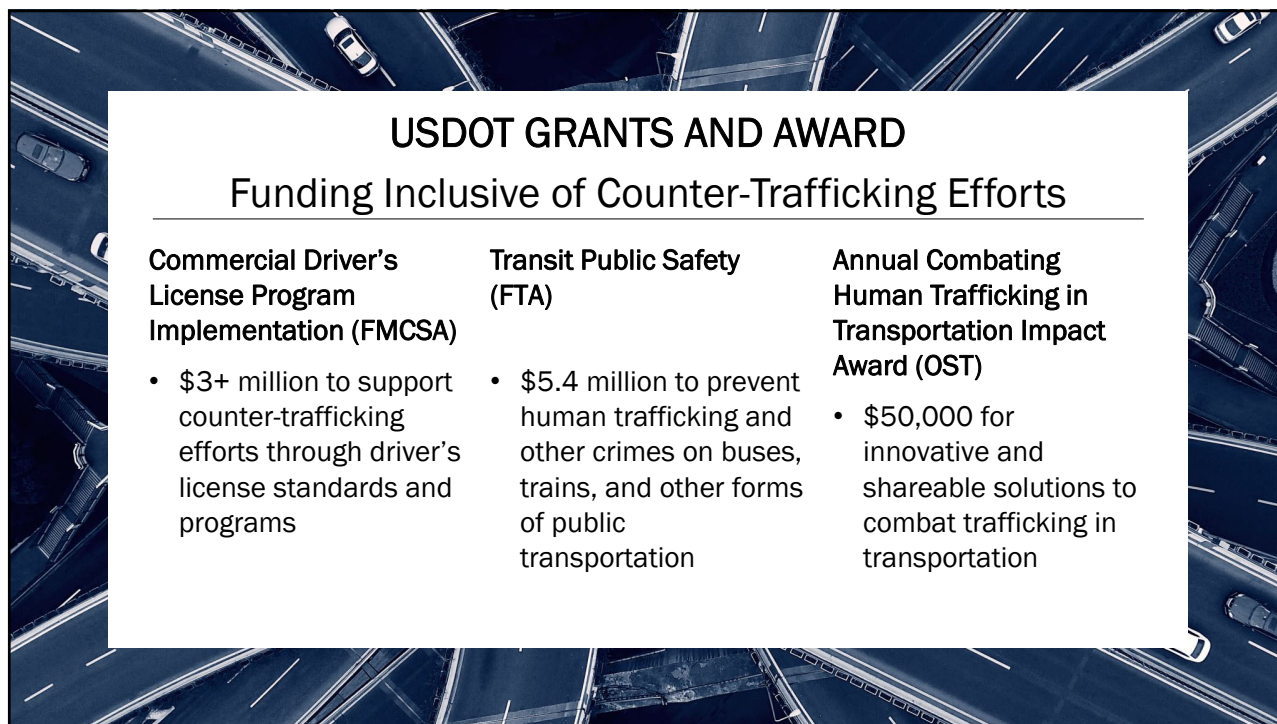


A Guide for Aviation Personnel to  
Recognize and Report  
Suspected Human Trafficking



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## USDOT GRANTS AND AWARD

### Funding Inclusive of Counter-Trafficking Efforts

<b>Commercial Driver's License Program Implementation (FMCSA)</b> <ul style="list-style-type: none"> <li>• \$3+ million to support counter-trafficking efforts through driver's license standards and programs</li> </ul>	<b>Transit Public Safety (FTA)</b> <ul style="list-style-type: none"> <li>• \$5.4 million to prevent human trafficking and other crimes on buses, trains, and other forms of public transportation</li> </ul>	<b>Annual Combating Human Trafficking in Transportation Impact Award (OST)</b> <ul style="list-style-type: none"> <li>• \$50,000 for innovative and shareable solutions to combat trafficking in transportation</li> </ul>
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## OTIP Major Functions

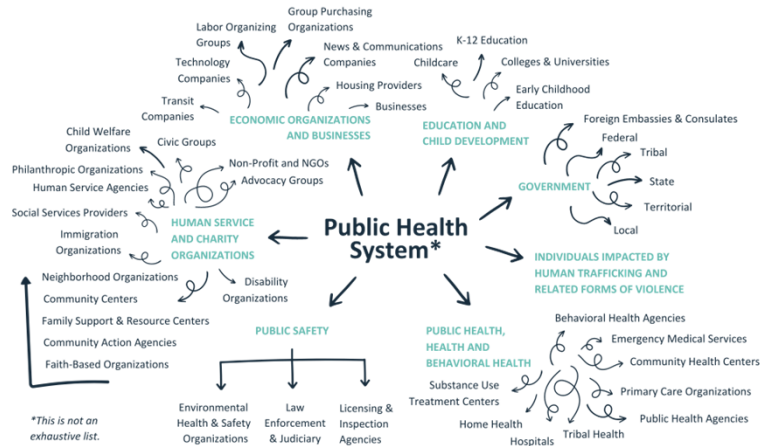
<p style="text-align: center;"><b>Protection</b></p> <p>Victim service and assistance activities, grant programs, Child Eligibility and Adult Certification programs, child victim coordination activities, and the National Human Trafficking Hotline</p>	<p style="text-align: center;"><b>Prevention</b></p> <p>Training and technical assistance, survivor engagement, public awareness, regional coordination, and prevention education</p>	<p style="text-align: center;"><b>Research and Policy</b></p> <p>Identification, coordination, and implementation of anti-trafficking research agenda, and supports program and policy development</p>
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Office on Trafficking in Persons

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# Public Health Approach



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# Key PAO Initiatives

**VOICES OF FREEDOM**

U.S. Department of Health and Human Services  
**Human Trafficking Prevention Month Toolkit**  
2024

**OTIPCONNECT**

Human trafficking impacts individuals, families, and communities across the United States.

**THE SEARCH**

January 17, 2024  
**Strategies for Survivor Economic Empowerment**  
Economic empowerment programming demystifies financial wellbeing by providing education, tools, and resources for people to attain financial literacy, stability, and professional growth.  
[Read Full Post](#)

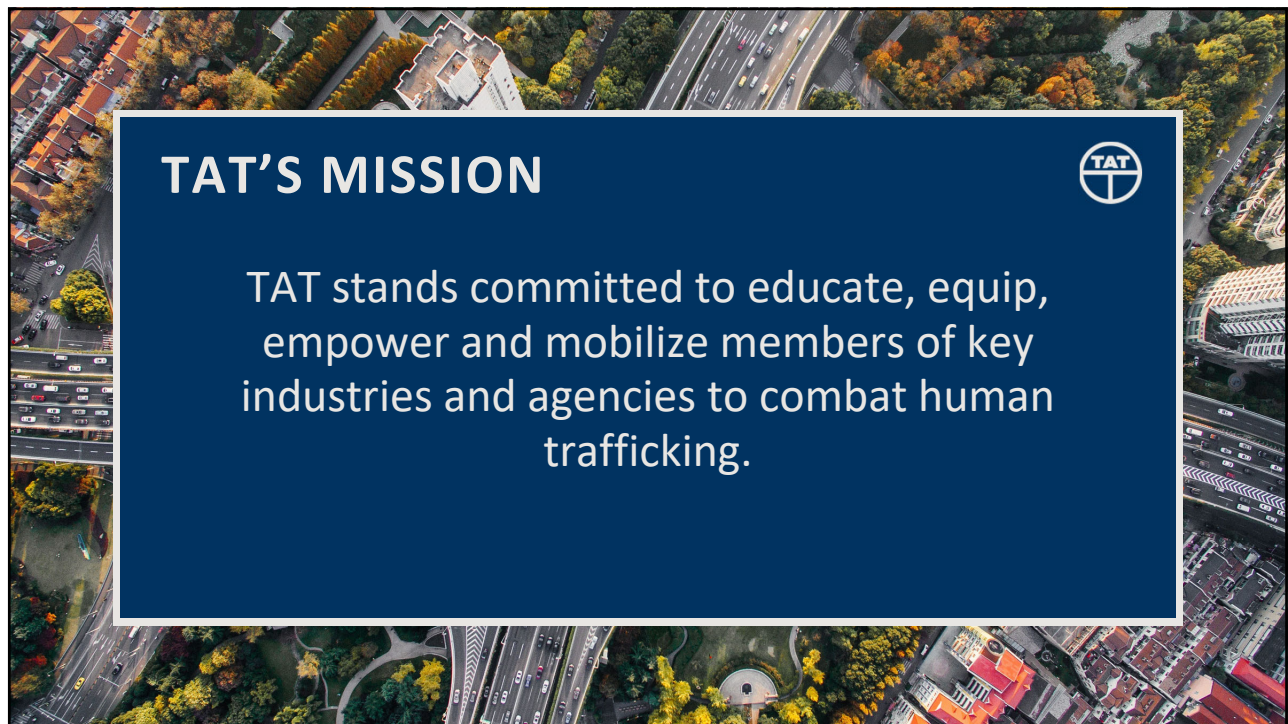
January 9, 2024  
**The Search for Missing Loved Ones Exploited for Profit**  
The stories began to emerge, first by the dozens and then by the hundreds. There were concerns for potentially thousands of missing indigenous people coercively recruited in Arizona, New Mexico, and other parts of Indian Country and displaced from their communities.  
[Read Full Post](#)

**Best Practices: Messaging, Images, Ethical Storytelling**

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## TAT SECTORS



TRUCKING	ASSOCIATIONS
SHIPPING & LOGISTICS	LAW ENFORCEMENT
TRANSIT	ENERGY
MOTORCOACH	DEALERSHIPS
SCHOOL TRANSPORTATION	GOVERNMENT AGENCIES
LOCAL DRIVERS	TRUCK STOPS

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## BEST PRACTICES

### Identify the problem and solution

- ▶ What does it look like?
- ▶ Who do we work with to end it?



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## BEST PRACTICES

### Niche marketing to critical populations

- ▶ Clear call to action
  - Meets the needs of the industry
  - Survivor-approved
  - Accessible and portable
  - Speak their language
- ▶ Work strategically within industry/public sector



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## BEST PRACTICES

### Maximize entry points

- ▶ Connect the dots
- ▶ Build new programs
- ▶ Develop models/best practices for widespread implementation



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## BEST PRACTICES

### Partner well

- ▶ Build long-term relationships
- ▶ Just say “no” to mission drift
- ▶ Listen to and work on challenges that arise



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## BEST PRACTICES

### Consultations



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### Protect All Children from Trafficking (PACT)

We are a member of ECPAT International, a network of organizations in over 100 countries working together to eliminate the sexual exploitation of children.



### Our Approach

Through education, partnerships, and legislative advocacy, we are building a world free from child sexual exploitation and human trafficking.



Youth &  
Community  
Education



Legislative  
Advocacy



Partnerships &  
Trainings for  
Professionals

[WeArePACT.org](http://WeArePACT.org)

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## Why Transit?



### Safety

Trafficking is often connected to other criminal activities, including drugs and violent assault, which can jeopardize everyone's safety.

By reporting potential suspicions, you can lend a helping hand to someone in need.



### Reputation

Trafficking is happening all around us, all the time.

Educating transit riders and community member on the combination of signs to look for and providing safety tips for effective reporting of potential incidents.



### Financial & Legal

Proactively addressing transportation's role in trafficking proves to a transit agency's community that the transit agency is a responsible brand that cares for its riders.



### Human Rights

Children's rights are human rights based on internationally recognized law. As global citizens, it is imperative that the transportation industry take a stand and protect children from being exploited.



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## TRANSIT AGAINST CHILD TRAFFICKING

**A federally-funded campaign that is divided into three integrated activities:**

1

Determine Transit User Awareness of Human Trafficking:

Human Trafficking awareness assessment of transit riders & community members pre- & post-awareness campaigns.

2

Data analysis and modeling:

Publicly available data + social media data to predict Human Trafficking patterns in partner agency communities & nationally.

3

Develop awareness + training materials based on data derived from awareness assessments and data analytics:

Final Strategic Comms Campaign & related toolkit + presentation, research findings, & effective industry practices & strategies.

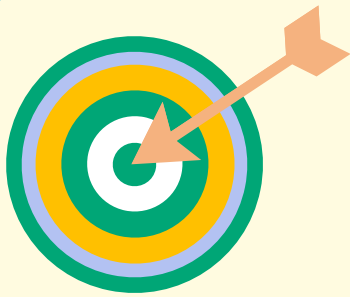
*FTA funding continues to provide critical support to the PACT FTA Project Team Collaborative.*



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# High-Level Goals

## Objectives & Key Results:



1

Raise the public & transit customer awareness & concern about child sex trafficking:

Analyze research to inform the planning, implementation, & evaluation of a strategic public awareness campaign aimed at curtailing the human trafficking of children at its intersection with public transportation.

2

Create Toolkit Slide Decks with Recommendations for Transit Agency Partners' Training & Reporting Protocols:

Recommendations for trainings & reporting protocols for essential frontline transit teams & potential other transit teams, to include credible info about child sex trafficking looks like and educate on how to recognize and safely report potential instances of child sex trafficking.

3

Develop & use quantitative & qualitative research methods to substantially improve the body of knowledge about how human trafficking, especially of minors, intersects with transportation industry.

Background research, including comprehensive primary and secondary research, as well as social media analyses; Develop a Route-risk model.

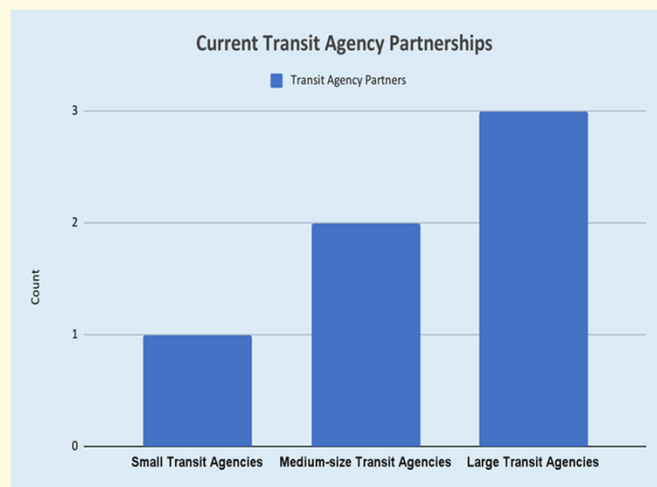


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# Partnerships with Six Transit Agencies

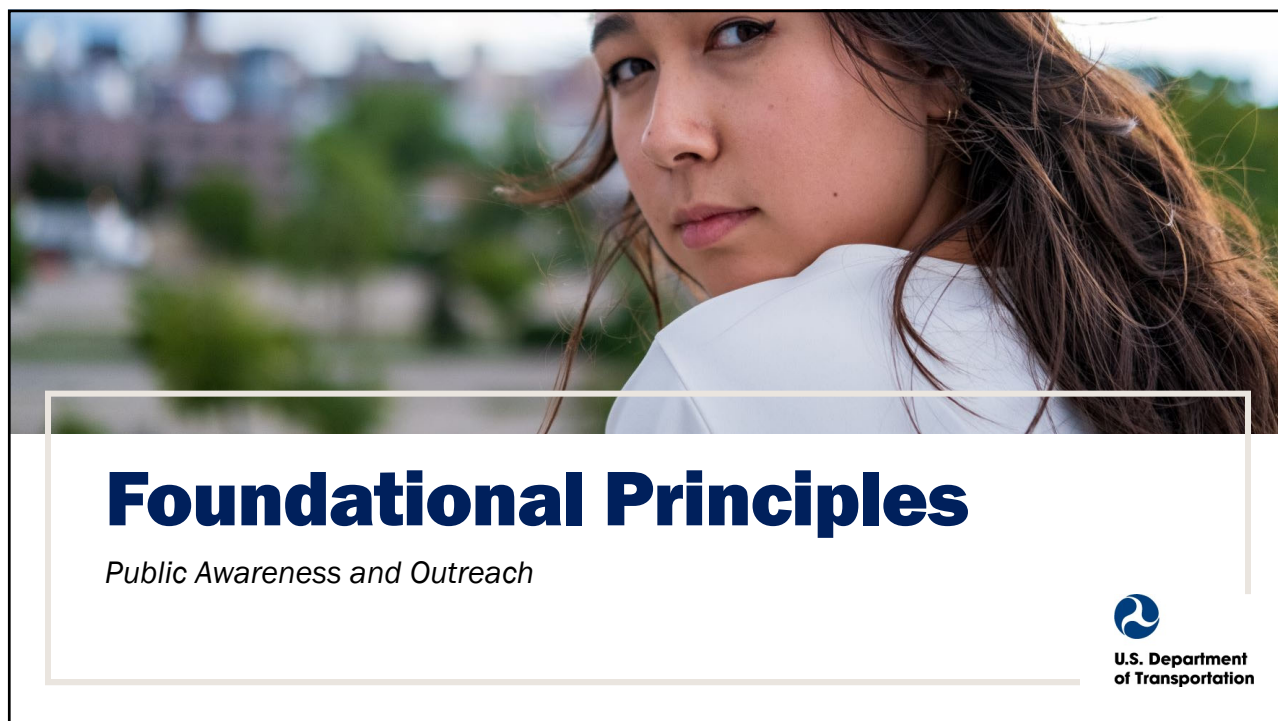
## Represent a cross-section of transit operations:

- Large, medium, and small transit agencies
- Modally diverse: bus only, commuter rail, light rail, heavy rail and multimodal operations
- Geographically diverse
- Demographically & linguistically diverse




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## Foundational Principles

- Person-Centered
- Trauma-Informed
- Culturally Responsive
- Data-Driven



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# Person-Centered Approach



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## Person-Centered Approach

The **person-centered approach** is defined as:

- Placing an individual's priorities, needs, and interests at the center of the work
- Providing nonjudgmental assistance, with an emphasis on self-determination, and assisting individuals in making informed choices
- Ensuring that restoring feelings of safety and security are a priority
- Safeguarding against policies, procedures, settings, and practices that may inadvertently re-traumatize the individual.

A person-centered approach should also incorporate a trauma-informed, survivor-informed, and culturally competent (or responsive) approach.



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Source: [Senior Policy Operating Group Public Awareness and Outreach Committee: Guide for Introductory Human Trafficking Awareness Training](#)

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## Person-Centered Approach

- Include messaging that meets people where they are.
- Avoid language that could be perceived as judgmental (impact v. intent).
- Use imagery and messaging that:
  - Supports individual rights, dignity, autonomy, and self-determination
  - Uses positive framing, which can elicit a positive response from the audience and encourage action

Source: HHS Office on Trafficking in Persons



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## Person-Centered Approach

- Use person-first language (avoid dehumanizing language/labels).
  - “Victim” → “person who has experienced human trafficking”
  - “Homeless people” → “people who are experiencing homelessness”
  - “Runaway” → “youth who has runaway” or “youth who is missing from care”
- Avoid using adjectives such as vulnerable, marginalized, and high-risk to directly describe people. Consider using language that focus on the systems in place and explain why and/or how some groups are more affected than others.
  - “Vulnerable group” → “groups that have been economically and socially underserved”
  - “At-risk groups” → “groups with higher risk of human trafficking”
- Avoid language like “rescue” or “save.”

Source: HHS Office on Trafficking in Persons, [CDC Preferred Terms for Select Population Groups & Communities](#)



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## Accessible

- Consider strategies, tactics, formats, channels, and trusted messengers that will help you reach your primary audience
- Avoid jargon and use straightforward, easy to understand language
- Consider your primary audience's reading level
- Translate materials (audio and text) into languages spoken by your primary audience
- Assess digital content to ensure it is 508 compliant, remediated for screen readers, uses alternative text, and includes subtitles

Source: HHS Office on Trafficking in Persons



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## Engaging Lived Experience

*Public Awareness and Outreach*

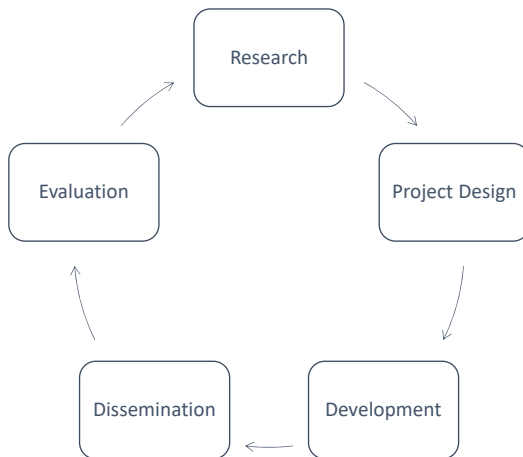


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## Engaging Lived Experience



It is crucial to engage experts with lived experience during all stages of the campaign lifecycle.



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## Engaging Lived Experience

- **Survivor-Centered Approach:** Prioritize the needs and well-being of survivors above your organization's own campaign goals
- **Inclusivity:** Engage people from a variety of backgrounds and experiences.
- **Empowerment & Strengths-Based Model:** Acknowledge and focus on the strengths and resilience of the person/people who experienced trafficking.
- **Safety:** Co-develop a plan that prioritizes and ensures physical and emotional safety.
- **Confidentiality:** Hold all information gathered in strictest confidence. Base disclosure on their informed consent and relevant laws.
- **Compensation:** Compensate individuals with lived experience at the level consistent with other subject matter experts.



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Source: [HHS Human Trafficking Prevention Month Toolkit | 2024](#)

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# Ethical Storytelling

- Consider whether you're the best person to tell the story.
- Consider future impact.
- Be authentic with your intent and purpose.
- Be transparent. Share what is possible and what is not possible.
- Obtain informed consent.
- Let the person telling the story lead.
- Don't put people in situations where they are compelled to tell a story they are not comfortable sharing.
- Protect identities.

Source: [HHS Human Trafficking Prevention Month Toolkit | 2024](#)



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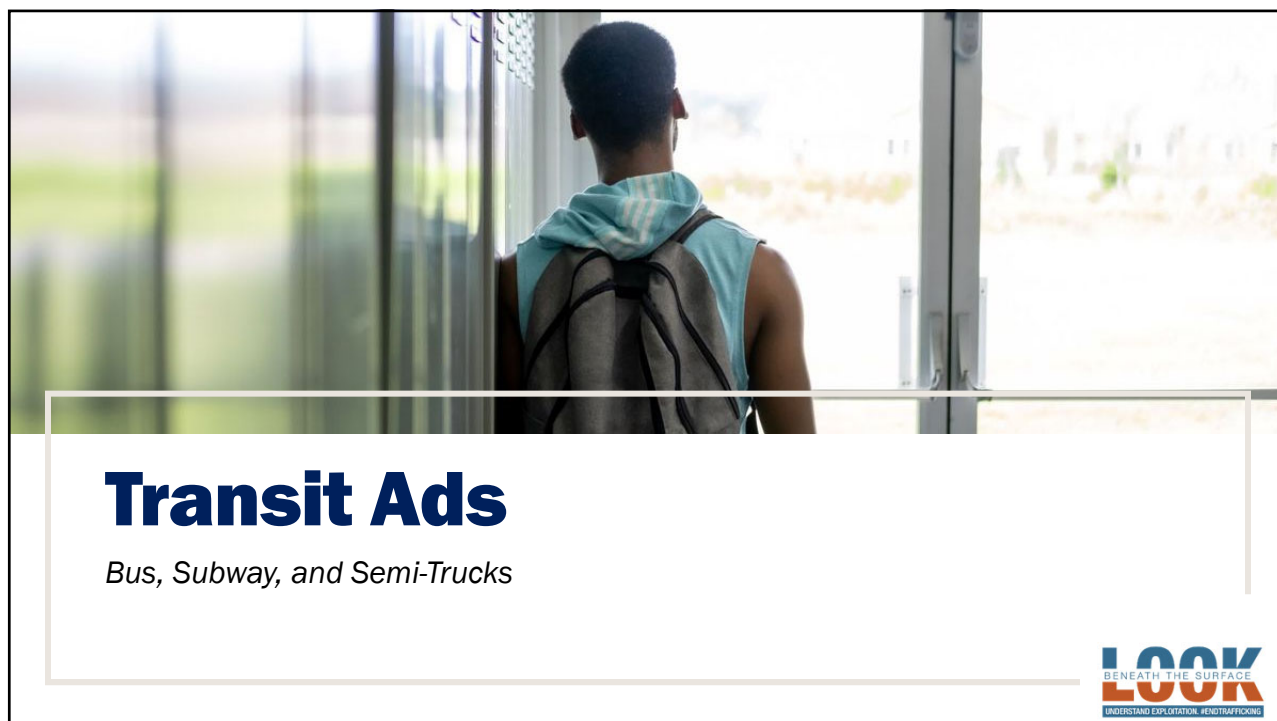
# Voices of Freedom

The Archive



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## Truck Skirts



**Languages:** English, Spanish, and Creole (all locations)

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## Subway Liveboard Ads



**Languages:**  
English and Spanish

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## Subway Liveboard Ads

You have the right to **live and work safely.**

No one has the right to force you to work or have sex for money, food, medicine, a place to live, or anything else. Not family, not friends, not a partner, not a landlord. **No one.**

Scan the QR code or visit [acf.hhs.gov/look/help](https://acf.hhs.gov/look/help) to get help.

Help is available when you need it.  
Text 233733 or Call 888-373-7888

The National Human Trafficking Hotline provides confidential help regardless of immigration status.

**LOOK**

Tienes el derecho de **trabajar y vivir con seguridad.**

Nadie tiene el derecho de obligarte a tener sexo a cambio de dinero, comida, medicina, vivienda o cualquier otra cosa. Ni familiares, amigos, tu pareja, un propietario. **Nadie.**

Escanee el código QR o visita a [acf.hhs.gov/look/help](https://acf.hhs.gov/look/help) para recibir ayuda.

Hay ayuda disponible cuando la necesitas.  
Textea al 233733 o Llama al 888-373-7888

La Línea Nacional Contra la Trata de Personas ofrece ayuda confidencial sin importar tu estatus migratorio.

**LOOK**

Real gifts don't need to be **paid back.**

Gifts don't come with strings attached. No one has the right to force you to work or have sex to repay them or show gratitude. Not family, not friends, not a partner. **No one.**

Scan the QR code or visit [acf.hhs.gov/look/help](https://acf.hhs.gov/look/help) to get help.

Help is available when you need it.  
Text 233733 or Call 888-373-7888

The National Human Trafficking Hotline provides confidential help regardless of immigration status.

**LOOK**

Los regalos no se **pagan de vuelta.**

Los regalos no vienen con condiciones. Nadie tiene el derecho de obligarte a trabajar o tener sexo para pagarle o agradecerle. Ni familiares, amigos, tu pareja. **Nadie.**

Escanee el código QR o visita a [acf.hhs.gov/look/help](https://acf.hhs.gov/look/help) para recibir ayuda.

Hay ayuda disponible cuando la necesitas.  
Textea al 233733 o Llama al 888-373-7888

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**LOOK**

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Office on Trafficking in Persons

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## PERSON-CENTERED APPROACH

002/14/2017

**MAKE THE CALL, SAVE LIVES.**  
Call 877 for a crime in progress. Call the hotline for victim services.  
1-888-373-7888 (TAT) | 1-833-800-1050 (CAHO)

**EVERYDAY HEROES NEEDED**

Truck drivers are the eyes and ears of our nation's highways. You can help end human trafficking.

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[www.lettinggoftat.org](http://www.lettinggoftat.org)

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**TAT'S LAW ENFORCEMENT MODULES**

ARE AVAILABLE FOR FREE TO ANY LAW ENFORCEMENT AGENCY AND LAW ENFORCEMENT OFFICER

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## PERSON-CENTERED APPROACH



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## PERSON-CENTERED APPROACH



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## PACT's Survivors' Council

- A diverse group of women and men who serve as Lived Experience Consultants
- An independent program within PACT to inform all aspects of our work
- Led by a full-time staff member, in consultation with a Board member who serves as a Survivor liaison and supported by a Licensed Clinical Social Worker with specialized training in trauma
- Members are compensated for any work performed on behalf of PACT



### Survivors' Council Mantra:

**“Nothing about us without us.”**

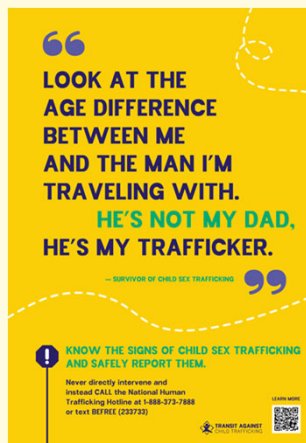
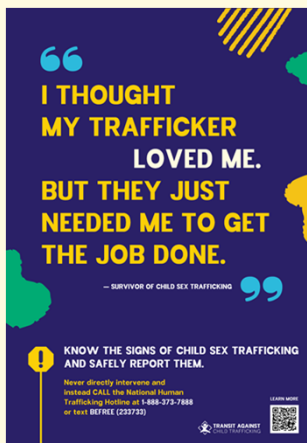
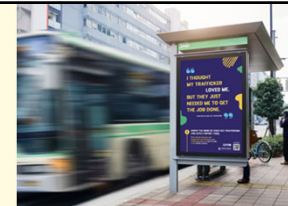
PACT Survivors' Council Member Barbara Amaya



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## Creative Assets

Person Centered: Based on conversations with members of **PACT's Survivors' Council**, the TACT creative assets feature quotes that illustrate **typical situations of child sex trafficking** on transit



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## Additional Creative Assets

“  
SOME PEOPLE THINK THERE’S NO POINT IN REPORTING A POTENTIAL TRAFFICKING SITUATION, BUT IT’S IMPORTANT!  
MAKE NOTE OF WHERE YOU WERE AND WHAT YOU SAW.”

— SURVIVOR OF CHILD SEX TRAFFICKING

! **KNOW THE SIGNS OF CHILD SEX TRAFFICKING AND SAFELY REPORT THEM.**  
Your well-being matters. If you need support or resources related to potential trafficking, please reach out to the National Human Trafficking Hotline at 1-888-373-7888 or text BEFREE (233733).

LEARN MORE

TRANSIT AGAINST CHILD TRAFFICKING

“  
WE GO UNNOTICED ON PUBLIC TRANSPORT. IT MAKES IT EASIER FOR TRAFFICKERS TO MOVE OR RECRUIT THEIR VICTIMS.”

— SURVIVOR OF CHILD SEX TRAFFICKING

! **KNOW THE SIGNS OF CHILD SEX TRAFFICKING AND SAFELY REPORT THEM.**  
Your well-being matters. If you need support or resources related to potential trafficking, please reach out to the National Human Trafficking Hotline at 1-888-373-7888 or text BEFREE (233733).

LEARN MORE

TRANSIT AGAINST CHILD TRAFFICKING

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## Social Media

Since transit riders consume media mainly from their **digital device**, we created a series of targeted social media posts. The key messages are **primarily educational**, to address the riders’ lack of awareness on human trafficking on transit.

! **THREE SIGNS OF CHILD SEX TRAFFICKING**

TRANSIT AGAINST CHILD TRAFFICKING

**#1 Child avoiding eye contact**  
“I was so scared I would not make eye contact with anyone. I’d keep my head down, hair covering my face.”  
—Survivor of child sex trafficking

**#2 Child who is easily startled or afraid**  
“Look at the interactions between me and the man I’m traveling with. Observe my body language.”  
—Survivor of child sex trafficking

**#3 Child being yelled at or intimidated**  
“Look at the way they speak to me. How they control me.”  
—Survivor of child sex trafficking

PACT and current transit agency partners are piloting material on a range of platforms, including **Facebook, Instagram, LinkedIn and Twitter.**



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## Youth Participation

Facilitated Group Discussion of Social Media Assets and Posters  
with Youth Transit Riders (ages 21-23 )

### General:

- Participants are very aware of ads and posters on public transit.
- They pay extra attention when the ads feature eye-catching, bright colors.
- Creative ads that are funny, quirky, or spark a reaction get the most attention.

"What stuck with me is... "Look at the guy I'm traveling with, he's older than me" ...very powerful, made myself wonder if I had seen that..."

### TACT Campaign (on-transit ads and posters):

- Some participants: smaller text on the ads didn't stick, only the larger quotes did.
- Multiple participants: **it was unlikely they would scan a QR code** on an ad.
- The two signs of child sex trafficking that they recalled were avoiding eye contact and being intimidated by an adult.

"Hesitant to report because would not want to profile someone and have the hotline calls the child protection services on someone"



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## Trauma-Informed Approach



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## Trauma-Informed Approach

A trauma-informed approach recognizes signs of trauma in individuals and the professionals who help them and responds by integrating knowledge about trauma into policies, procedures, practices, and settings; and seeking to actively resist re-traumatization.

This approach includes an understanding of the vulnerabilities and experiences of trauma survivors, including the prevalence and physical, social, and emotional impact of trauma.

A trauma-informed approach places priority on restoring the survivor's feelings of safety, choice, and control. Programs, services, agencies, and communities can be trauma-informed.

Source: [Senior Policy Operating Group Public Awareness and Outreach Committee: Guide for Introductory Human Trafficking Awareness Training](#)



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## Trauma-Informed Approach

- Avoid imagery and messaging that:
  - Depicts/re-enacts violence
  - Reinforces misconceptions about human trafficking
- Use imagery and messaging that:
  - Is empowering and hopeful
  - Uses positive framing, which can elicit a positive response from the audience and encourage action
  - Highlights a resource that demonstrates there is help available
- Avoid saying target, tackle, combat, or other terms with violent connotation when referring to people, groups, or communities.


Source: HHS Office on Trafficking in Persons



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# Image Library

*Trauma-informed, inclusive imagery. Free, available for public use.*

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## Examples of Trafficking in Multiple Settings

- Agriculture
- Construction
- Landscaping
- Manufacturing
- Restaurants
- Domestic Cleaning
- Dry Cleaning
- Elder Care
- Hotel Cleaning







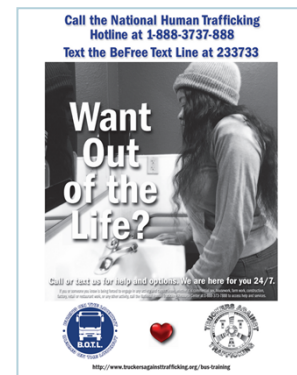
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## Empowering Photos



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## TRAUMA-INFORMED APPROACH



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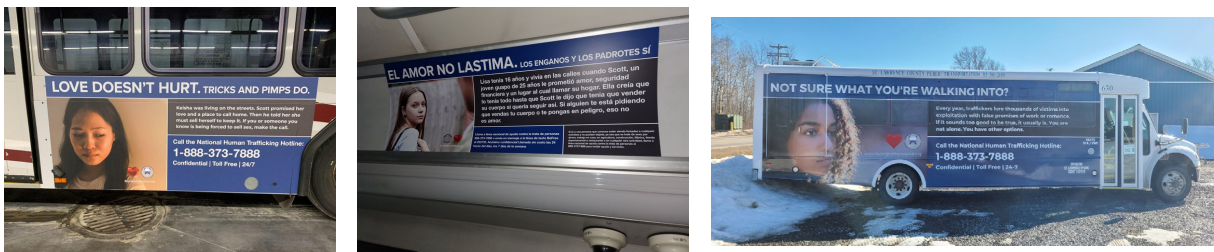
# TRAUMA-INFORMED APPROACH



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# TRAUMA-INFORMED APPROACH



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# Culturally Responsive Approach



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## Culturally Responsive Approach

The ability of an individual or organization to interact effectively with people of **different cultures**. This includes drawing on knowledge of culturally based values, traditions, customs, language, and behavior to plan, implement, and evaluate service activities.

Some organizations use the terms “cultural accountability” or “cultural responsiveness.”



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Source: [Senior Policy Operating Group Public Awareness and Outreach Committee: Guide for Introductory Human Trafficking Awareness Training](#)

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## Culturally Responsive Approach

- Consider your own biases and how your knowledge, behaviors, attitudes, beliefs, values and norms affect how you communicate.
- Avoid images that tokenize certain communities, histories, or trends by overrepresenting individuals from communities of color as at-risk or experiencing human trafficking and not depicting them in helping roles.
- Content should represent people in the communities for whom the information is intended.
- Engage individuals with lived experience and other experts from the community you are planning to reach in all stages of the process.
- Elevate specific cultural protective factors.

Source: HHS Office on Trafficking in Persons



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## Pocket Cards + Digital Resources

### Uniting for Ukraine

**ВИ З УКРАЇНИ?**  
**ЗНАЙТЕ ПРО СВОЇ ПРАВА В США.**

Ми завжди готові допомогти, якщо це потрібно.

**ВІСЬ СУКРАЇНИ?**  
**ЗНАЙТЕ, ЯКІ ПРАВА У ВАС ЄСЬ В США.**

**НА ЧО ОБРАБАДЬ ВНИМАНИЕ**

**СОЗДАЙТЕ ПЛАН ОБЕСПЕЧЕНИЯ БЕЗОПАСНОСТИ**

**LOOK**

### Disasters & Emergencies

Have you or the community you live or work in been affected by an emergency or disaster?

**UNDERSTAND YOUR RIGHTS** during disaster recovery.

Help is available if you need it.

**LOOK**

### Hotline Cards

**LOOK**  
BENEATH THE SURFACE  
IDENTIFYING OPPRESSION AND RESISTANCE

**1(888) 373-7888**

**OAS CHAWEB'AL NACIONAL CHI RIJ KIQ'AXEXIK WINAQ**

**1(888) 373-7888**

Chech nik'aj chi tob'anem, chatz'alk'atij we alaj wuj

**Qas ch'aweb'al chi kech Alab'om Alitomab'**

<b>Kiq'axexik Winag</b> Qas Chaweb'al Nacional chi ri Kiq'awexik Winag <b>1.888.373.7888</b> Woktz'ib: 233733	<b>Yawab' winag/Embarazo chi'i ri</b> Qas Chaweb'al Nacional chi ri K'ak' no' <b>1.833.852.6262</b> Woktz'ib: 1.833.852.6262
<b>Ub'anik k'ax chech ch'akul</b> Qas Chaweb'al Nacional chi ri Ub'anik k'ax chech ch'akul <b>1.800.656.4673</b>	<b>Maj rachoch</b> Qas Chaweb'al Nacional chech chaweb'al kech Karamajach <b>1.800.786.2929</b>
<b>Ub'anik taq k'ax pa taq le tzijonem chi k'at'ol k'ajalab'</b> Qas Chaweb'al Nacional chi ri Ub'anik taq k'ax pa taq le tzijonem chi k'at'ol k'ajalab' <b>1.866.331.9474</b> Woktz'ib: 22522	<b>Drogas chi'i tzam</b> Uk'emchajach taq Patanem rech Ukwachil rech le K'axemab'al xuxup' Ukwaj K'at'ol taq jastaj <b>1.800.662.4357</b>
<b>Ub'anik k'ax rech uwajja</b> Qas Chaweb'al Nacional chi ri Ub'anik k'ax rech uwajja <b>1.800.799.7233</b> Woktz'ib: 88788	<b>Ak'alab' maj kach'it'am</b> Wokaj Nacional rech taq ch'aweb'al rech le Wokaj rech K'at'ol Patanem <b>1.800.203.7001</b>
<b>K'at'ol</b> Qas Ch'aweb'al rech Tob'anem chi ri le Kamamam xuxup' le K'at'ol <b>988</b>   Woktz'ib: 988	<b>Kiya'talit taq le ajchakib'</b> Ukwaj taq Ramaj/Horas chi'i taq K'at'ol rech le Wokaj rech Chak le K'at'ol <b>1.866.487.9243</b>

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## CULTURALLY RESPONSIVE APPROACH



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## CULTURALLY RESPONSIVE APPROACH

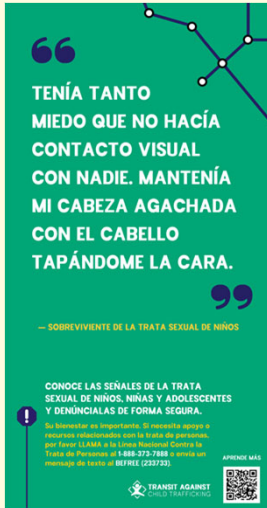


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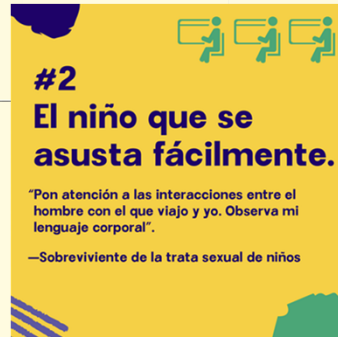
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## Spanish Language Assets

Participating transit agencies utilized Spanish language TACT assets to reach a broader audience.



Conoce las señales y repórtalas de manera segura.



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## Data-Driven Approach



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## Statistics

- Avoid generalizing statistics or the scope of any research studies.
- Provide context on the source of the data collected (i.e., sample size, denominator).
- Cite original sources and consider the data sources used.
- Avoid extrapolating national data from non-national studies.
- Be as concise and rigorous as possible when vetting data sources.
- Use precise language when describing what the data shows (e.g., incident reporting versus prevalence).
- Clearly state data limitations.

Source: [HHS Human Trafficking Prevention Month Toolkit | 2024](#)



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## LBS Market Research + Strategy

### Market Research

- Qualitative interviews (n=76) with seven main audience groups (federal employees; state, local, and tribal; professionals with lived experience of trafficking; service providers; health and education; legal service providers; and training and technical assistance)
- A survey of public information and outreach materials on human trafficking (n=819)
- Literature review (n=61)

### Consultant Group

- 23 external consultants
- Providing input on strategy, messaging, distribution, and design

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# DATA DRIVEN APPROACH

## BECOME A TAT-TRAINED DRIVER TODAY!

In order to access course description and video content, please register below.

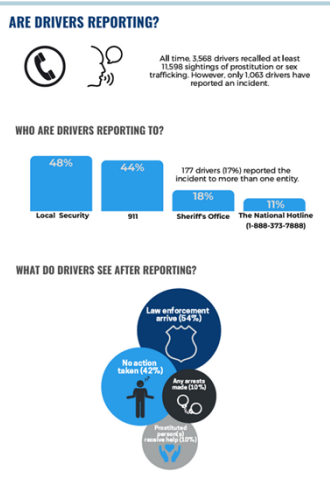
Start Learning



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# DATA DRIVEN APPROACH



### TAT TRANSIT

#### HUMAN TRAFFICKING RESPONSE POLICY

"This Human Trafficking Awareness and Response Procedure Template is one of the most useful pieces of work our team has produced, due to the potential impacts it may have on the lives of vulnerable victims of human trafficking." -Joel Godfrey, Center for Urban Transportation Research

In order for human trafficking training to be truly effective, trainees must know exactly how to report suspicions of trafficking, and agencies must be prepared to respond to those reports. This is why it's important to adopt internal human trafficking response protocols alongside training.

**TAT's Human Trafficking Response Procedure Template** is an adaptable and adoptable tool that helps ensure frontline employees, dispatch and safety supervisors know the appropriate responses if they suspect a human trafficking situation.

A survey conducted in 2021 with transit agencies throughout the state of Florida by the Florida Transit Safety Operations Network (FTSON) / Center for Urban Transportation Research (CUTR) at the University of South Florida identified the need for this Human Trafficking Response Procedure Template. The survey found that while many agencies were training on human trafficking, none had reporting protocols in place. CUTR then raised the question at a national transit conference and found the gap was an issue throughout the United States.

Supported in its development by the Florida Department of Transportation's Statewide Transit Training and Technical Assistance (STTAT) Program, the template is designed to easily incorporate an agency's logo and language for ease of adoption. The template offers suggested protocol language for frontline employees, dispatch and supervisors in each of the following situations:

- A human trafficking victim is alone and not asking for help
- A human trafficking victim is alone and asking for help
- A human trafficking victim is with a potential trafficker and not asking for help
- A human trafficking victim is with a potential trafficker and asking for help
- Potential recruitment is observed

Download the Word template here: <https://data.tat-transit.org/transit/Template>

View a webinar about the template here: <https://data.tat-transit.org/webinar>

[www.tatnongriffin.org/transit](https://data.tat-transit.org/transit) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#) | [TikTok](#)

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# Awareness of Human Trafficking

High-Level Analysis Presentation on “Before Awareness” Ridership & Paid Panel Assessment Data collaboration with Transit Agencies



1 General Observations & Takeaways

2 Distilling & documenting demographic & data analyses.



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## Other Evaluation Methodology Criteria

In addition to Partner Transit Agencies' Ridership & Paid Panel Questionnaires:



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## Rider + Community Awareness Questions (Partner Transit Agencies)

### Types of questions include:

- Transportation mode, frequency of use, timing of use
- Media consumption: type, social media type/usage, mode of accessing
- General security awareness questions in their community and on transit
- Knowledge of human trafficking awareness campaigns in general, in their community, and on transit
- Signs and knowledge about human trafficking and reporting
- Demographic information



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## General Observations & Takeaways

### What Did We Learn?



**Partner Transit Agencies – Different Operations & Demographics,  
Similar Awareness Levels**



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## Ridership Observations

### Different Operations & Demographics, Similar Awareness

*"That doesn't happen around here as far as I know of"*

**Many respondents are unaware that human trafficking happens everywhere, including in their communities and on public transit in their community.**

*"Human trafficking on public transportation? Really? right out in the open?"*

*"Thank you for trying to stop this, a dear friend of mine was trafficked a couple years back. it's heartbreaking and needs more attention"*

**However, some respondents have firsthand knowledge having been approached or know trafficking victims/survivors**

*"I have lost a friend to human trafficking, sadly no one will ever see her again. Please keep up the great work your organization is doing. So my friend's life isn't forgotten."*



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## Ridership Observations

*"Campaigns are needed to make people more aware of human trafficking. Even surveys like this help."*



*"On existing signage: "...Call this number if you suspect trafficking", but there is NO information that will help an untrained eye identify a human trafficking victim."*

**Lack of knowledge of how to respond or report safely**

**Genuine public interest of many to stop trafficking**



*"...Completely unaware of trafficking or what to look for..."*

*"I will take these thugs on if I see it."*



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## General Observations & Takeaways

- Remarkable similarities among agencies, riders and non-riders regarding awareness, means of learning about community issues
- Most people use online/digital devices to access media at least daily.
- Every age demographic analyzed except those 75+ get their news online.
  - Most popular social media: Facebook, Instagram, YouTube, TikTok.
  - Implication: Include social media hashtags which can reach a larger target audience in an awareness campaign.
- While most demographics are aware of campaigns through social media, further efforts are necessary to engage nonbinary + transgender communities:
  - Exploring alternative platforms where they are more responsive could enhance inclusivity and reach.

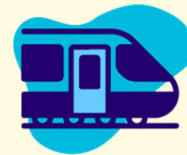


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## General Observations & Takeaways Cont'd

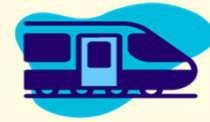
### **Transit Agencies: Different Operations and Demographics, Similar Awareness Levels**

- Respondents ages 25-34 were the least aware and should be targeted in campaign efforts.
- The best days/times to target transit riders in these age groups may be:
  - Weekday mornings (6-9am).
  - Weekday afternoons (3-6pm).
  - Daytime on the weekends (6am-6pm).

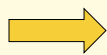
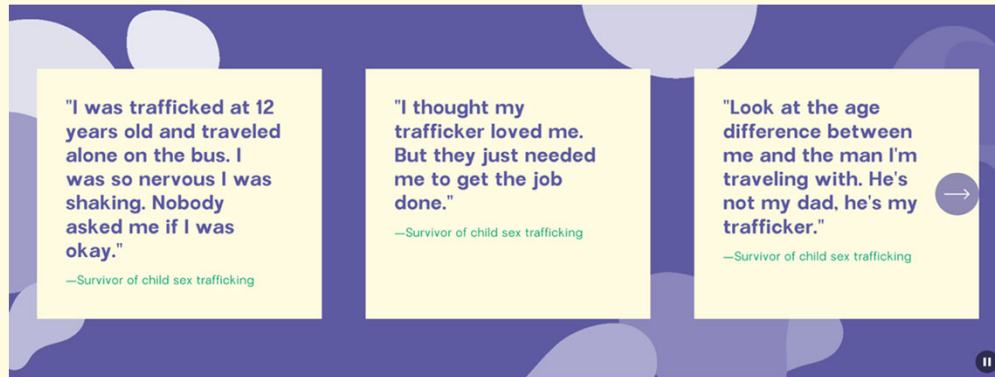


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## Landing Page



#KnowTheSigns



[WeArePACT.org/tact-campaign](https://WeArePACT.org/tact-campaign)

TACT@WeArePACT.org



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## National Human Trafficking Hotline

- Comprehensive service referrals for individuals who are or may be experiencing trafficking
- **Data and trends** on human trafficking in the United States
- Tip reporting through an **online anonymous form**
- **Chat with a live advocate** or text 233733 (BEFREE) to get help for individuals who are or may be experiencing trafficking or to connect with local services.

**NATIONAL  
HUMAN  
TRAFFICKING  
HOTLINE**

**1-888-373-7888**



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## StrongHearts Native Helpline

- 1-844-7NATIVE (1-844-762-8483)
- **Safe, confidential, and anonymous helpline for Native Americans** affected by domestic violence
- Online chat and text advocacy options **immediately connect with a live advocate one-on-one**
- All advocacy services **available 24/7**
- For more information, visit <https://www.strongheartshelpline.org>

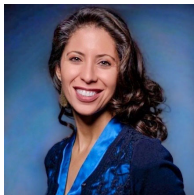


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## Q&A Discussants



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Services



**Kylla Lanier**  
Deputy Director  
and Co-Founder,  
Truckers Against  
Trafficking (TAT)



**Lori Cohen**  
Chief Executive  
Officer, Protect All  
Children from  
Trafficking (PACT)



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