

January is

# HUMAN TRAFFICKING PREVENTION MONTH

## DIGITAL TOOLKIT GUIDE



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# INTRODUCTION

## WHAT IS HUMAN TRAFFICKING PREVENTION MONTH ?

January is National Human Trafficking Prevention Month, with January 11th recognized as National Human Trafficking Awareness Day. This year, HOPE Collaborative is joining this national effort in preventing and ending human trafficking in all its forms. This January, and all year round, we stand with survivors and fellow allied individuals - committing ourselves to building a future where generations to come will thrive, free from exploitation. With this toolkit, we hope to challenge and inspire community partners, agencies, and individuals to consider ways to raise awareness and take action against human trafficking.

# PROMOTING HUMAN TRAFFICKING PREVENTION MONTH

As a partner of HOPE Collaborative, there are several ways in which you can help promote this very important awareness campaign to your audiences. Social media posts, email blasts to your subscribers, and even simple shares and retweets can promote these preventative and safety topics to parents, caregivers, and professionals everywhere. To assist in making this as easy as possible for you to participate, we have created this toolkit with listed sample hashtags, social media messages, and images that can be used via your own communication outlets. If you have any questions or would like a Spanish version, please reach out to Kathryn Coburn at [kathryn.coburn@fsaca.org](mailto:kathryn.coburn@fsaca.org).



## Recommended Hashtags:

**#HumanTraffickingPreventionMonth**

**#HOPEIsAlwaysWithYou**

**#HOPEforFreedom**

**#HumanTraffickingAwarenessDay**

# SOCIAL MEDIA SAMPLE POST

## Instagram caption examples

- In 2010 President Barak Obama first designated January as National Human Trafficking Prevention Month. Every January, we recommit to building a future where our children, youth, and families may thrive free from exploitation. #HOPEforFreedom
- National Human Trafficking Prevention Month is a time to raise awareness and take collective action to prevent and end exploitation for all. Today we honor first and foremost the survivors and thrivers, whose resilient voices shape and inspire our local and national work #HOPEIsAlwaysWithYou

**#HOPEIsAlwaysWithYOU**

- January 11th is National Human Trafficking Awareness Day. Since 2014, nearly 15,000 youth have been identified by the Child Welfare Services for suspected exploitation and/or trafficking. Talk to a young person in your life to share the warning signs of human trafficking. #HumanTraffickingAwarenessDay
- January 11th is National Human Trafficking Awareness Day! Show your support by wearing blue to raise awareness of human trafficking. #WearBlueDay #HumanTraffickingAwareness Day

# SOCIAL MEDIA SAMPLE POST

## **Facebook caption examples:**

- January is #HumanTraffickingPreventionMonth. Child sex trafficking can have devastating immediate and long-term consequences, including health impacts, psychological and physical trauma, and even death. Prevention and intervention are key to keeping children safer. Report ALL missing children, to NCME by calling the 1-800-THE-LOST (1-800-843-5678).
- Child labor trafficking has received little attention to sex trafficking. Yet, a 2016-2018 analysis of CA child trafficking cases reported to the National Human Trafficking Hotline, identified that 13% to 17% of cases involved profiting off a child for their labor or services. Prevent trafficking by educating youth about their rights in the workplace. Check out these resources today at [youngworkers.org](http://youngworkers.org). #HOPEforFreedom

## **Consider highlighting a local or national organization you feel comfortable and confident in their integrity and trauma-informed work.**

- Today we are grateful for (add organization name here). Their work is critical in the fight to end human trafficking! Learn more about them here (add organization website/social media here).  
#HumanTraffickingPreventionMonth

# SOCIAL MEDIA SAMPLE POST

## Twitter caption examples:

- January 11th is National Human Trafficking Awareness Day! Show your support by wearing blue to raise awareness of human trafficking. #WearBlueDay #HumanTraffickingAwareness Day
- The National Human Trafficking Hotline connects victims and survivors with services and support services to get help and stay safe. #HumanTraffickingPreventionMonth
- Human trafficking involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act.  
#HumanTraffickingAwarenessDay
- Victims of human trafficking are deceived by false promises of love, a good job, or a stable life and are lured or forced into situations where they are made to work under deplorable conditions with little or no pay.  
#HumanTraffickingPreventionMonth
- Books and documentaries such as "Understanding Global Slavery" or "Boys" help illuminate many misconceptions about human trafficking that occurs in today's modern world.  
#HumanTraffickingPreventionMonth #HOPEforFreedom

# EMAILS & NEWSLETTERS

## Copy for Emails and Newsletters:

In 2010, President Obama dedicated the entire month of January to awareness and prevention of human trafficking, declaring January as National Human Trafficking Prevention Month. Today, there are over 50 organizations established globally that combat, raise awareness, and provide education on prevention of this illegal practice.

As a parent, caregiver, and helping professional, you play a huge role in taking the steps to make a change by protecting children, raising awareness, and promoting equality amongst those around us.

The industry victimizes not only the millions of people directly involved, but their families, friends, and loved ones. There are many resources available to help you spot and stop human trafficking. Be sure to check out <https://www.unityas.ngo/> and <https://humantraffickinghotline.org/what-human-trafficking/human-trafficking/victims>



# FACTS & STATISTICS

- Since California's passage of SB 855 in 2014, 14,892 youth have been identified by Child Welfare Services for suspected exploitation and/or trafficking. Of these youth, 9,297 were the subject of one or more allegations of exploitation before the age of 18 years of age. Source CA Child Welfare Indicators Project, UC Berkeley
- In 2015, three anti-trafficking initiatives came together to develop and launch PROTECT, an education program designed to reduce human trafficking and exploitation in communities. Since its inception, PROTECT has been implemented in 6 states: CA, UT, TX, MI, OH, GA.
- "Buyer perpetuated trafficking" is when a child is being exploited but does not have an identified tracker. The buyer targets a youth's vulnerabilities, offering money, food, and/or shelter in exchange for sex. For information about other types of trafficking, visit [www.missingkids.org/theissues/trafficking](http://www.missingkids.org/theissues/trafficking)
- Children with experience in foster care or the juvenile justice system are at particularly high risk for labor trafficking.
- From 2016-2018, 13% to 17% reported child trafficking cases in California, involved labor trafficking or both sex and labor trafficking.
- Although anyone can be trafficked, LGBTQIA+ Youth are particularly vulnerable due to the absence of strong support networks, marginalization, and high rates of prior histories of violence.
- The National Covenant House National Study revealed that sixty-eight percent of the youth who had either been trafficked or engaged in survival sex, had done so while homeless. Nearly one in five of the 911 youth interviewed were victims of trafficking. 15% were sex trafficking victims, 7.4% for labor, and 3% for both.

# RESOURCES

- **UNITAS – United To Fight Against Human Trafficking**  
<https://www.unitas.ngo/>
- **National Human Trafficking Hotline**  
<https://humantraffickinghotline.org/>
- **DeliverFund | Together, We Can End Human Trafficking in the US**  
<https://deliverfund.org/>
- **Hope for Justice | End Slavery. Change Lives**  
<https://hopeforjustice.org/>
- **Preventing and Addressing Child Trafficking Project**  
<https://pact.cfpic.org/>
- **National Sexual Violence Resource Center (NSVRC)**  
<https://www.nsvrc.org/>
- **Runaway and Homeless Youth Training and Technical Assistance Center** <https://www.rhyttac.net/>
- **OVC TTAC**  
<https://www.ovcttac.gov/>
- **National Center for Missing and Exploited Children**  
<https://report.cybertip.org/>
- **REACH - Serving Victims of Abuse and Human Trafficking**  
<https://reachus.org/>

## Get Help

 1-888-373-7888

 TTY: 711

 Chat

 \*Text: 233733

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