



BE PREPARED!

AGAINST HUMAN TRAFFICKING

Community Toolkit for Planning Trafficking-Free Events

PURPOSE

Human trafficking impacts the lives of 35.8 million people across the globe each year. Many of these individuals are women and girls, although males are being trafficked now more than ever before.

Recognizing that high profile events attracting out of town visitors are often at higher risk for human trafficking violations, members of the Alabama Human Trafficking Task Force has compiled a community toolkit designed to assist in the promotion of trafficking-free local events. Super Bowl is one example of this type of event and has proven in recent years to be a hub of human trafficking activity. For the past several years, the FBI has launched its “Operation Innocence Lost” and has rescued many trafficked victims along with arresting many traffickers and solicitors of sex.

BE PREPARED! offers ideas and resources to leverage a) the private sector; b) event organizers and participants; and c) local community groups, including law enforcement, faith organizations, hotels, hospitals, and more against the crimes of human trafficking. This toolkit is intended to serve as a template that can be customized for different local events and to encourage ideas for ongoing anti-trafficking campaigns. This will be a working document with ideas gleaned from sources across the State of Alabama and incorporated into this toolkit.

Anytime a large gathering of individuals is scheduled in a community, the potential that human trafficking will occur is high. From car races, golf tournaments, All Star basketball games, Super Bowl football games, Alabama-Auburn football games, to other large sporting events occurring in Alabama, human traffickers and buyers of sex are waiting and watching for the next opportunity for big money. Because of this potential, the Alabama Human Trafficking Task Force wants ALL Alabama communities to be prepared and ready to combat these crimes and keep our children safe and protected.

Whenever a large sporting or other similar type of event is scheduled in a community, human trafficking training and awareness activities should be planned. This toolkit provides a suggested plan for preparing our communities to be ready against human trafficking.

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AUDIENCES

The **BE PREPARED!** toolkit is designed to address the following community groups:

- Event planners, organizers, promoters (stadium management, ticket promoters, management of sports teams, conference and sales meeting sponsors/planners)
- Sports teams, performers, athletes, participants
- Law enforcement
- EMS, Fire Department, & Other emergency professionals
- Service providers (social workers, etc.)
- Churches
- Hospitality (convention sites, tourism, resorts management, food and beverage, etc.)
- Transportation (taxi, public transportation drivers, airlines, etc.)
- Medical (emergency rooms, clinics, etc.)
- General public

The most effective awareness and informational campaigns will focus on a combination of all of these important audiences with customized training for each group if possible. Knowing that it is often difficult to provide all of the needed activities and educational opportunities recommended in this toolkit, it is suggested that each community's approach be tailored to the size of the planned event and resources available to carry out the desired plan.

STRATEGIES

1. Mobilize local and/or state task force members as well as members of identified audiences as possible to aid in setting up events, training, media, and other activities.
2. Tailor training efforts for all identified audiences.
3. Awareness events to bring attention to human trafficking crimes.
4. Public awareness campaign that focuses on human trafficking education.
5. Availability of anti-trafficking collateral materials at appropriate venues.
6. Request that teams, athletes/performers speak out publicly against human trafficking.
7. Create Public Service Announcements with anti-trafficking messaging.

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8. Work with local media contacts (radio, television, printed media) to get PSA's aired, interviews scheduled, and articles written during pre-event planning period.
9. Assemble community interfaith task force to educate at the congregational level and organize grassroots anti-trafficking campaigns.

THINGS TO DO:

1. It is important to engage event planners, organizers, and participants as early as possible to ensure "buy-in" of the training and awareness process. This can be done through face-to-face meetings, telephone calls, emails, or letters. This step is critical in establishing the importance of the training and lays the groundwork for all related activities.
2. Involve local and/or state task force members as soon as possible. This is a great source for training contacts, awareness materials, presentations, trainers, media contacts, etc.
3. Create training schedule for all groups. Set up meetings with all audiences to outline available training and discuss possible dates for trainings.
4. Schedule awareness events. Set up meetings with possible awareness event sponsors and determine which events will be scheduled and finalize dates. Include possible donors to ensure adequate funds are available to successfully sponsor all activities.
5. Create a master plan and calendar of all training and awareness events. Distribute the master plan and calendar to all identified audiences and get volunteers to assist in implementing the master plan.

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MATERIALS AVAILABLE

1. PowerPoint presentation – “The New Face of Slavery”
This presentation provides basic information about human trafficking and can be used for all audiences.
2. PowerPoint presentation – Hospitality-specific presentation.
3. **RED FLAGS** documents:
 - General Public
 - Hospitality Professionals
 - Medical Assessment
 - Taxi, Limousine, and Public Transportation Drivers
 - EMS, Fire Department, Law Enforcement, and other Emergency Care Professionals
 - School Administrators and Staff
4. Human Trafficking Fact Sheet
5. Identifying Victims of Human Trafficking Potential Indicators and Red Flags
6. Human Trafficking Brochure – Alabama Human Trafficking Task Force



Alabama Human Trafficking Task Force www-ENDITALABAMA.org
If you need help, call 1-888-373-7888 or 1-800-991-0948.