

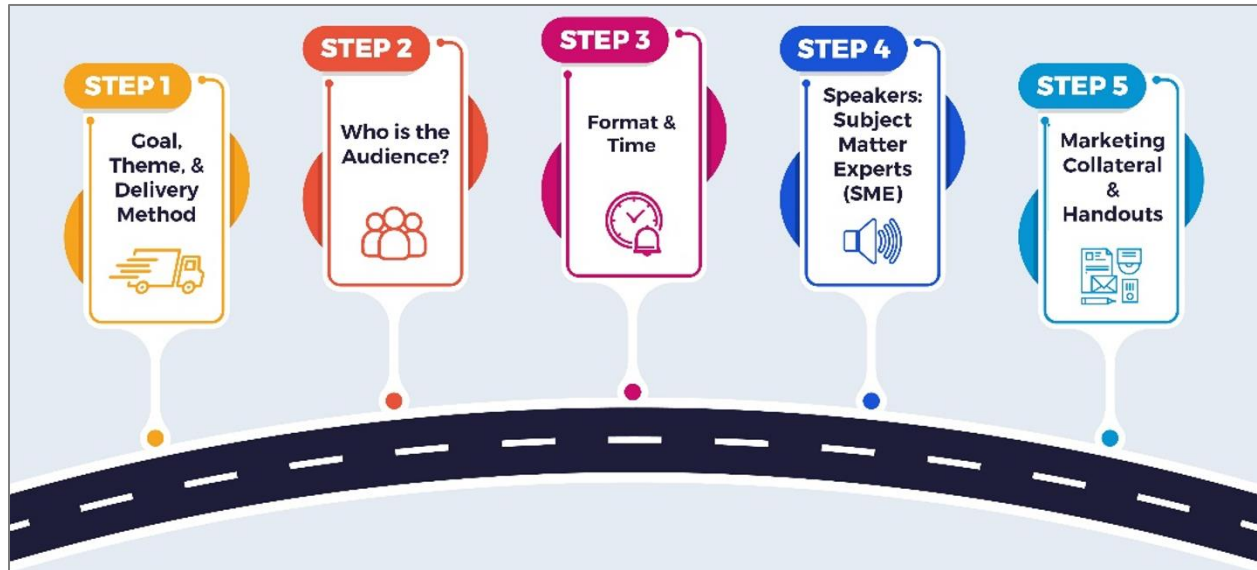
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# HUMAN Trafficking

Prevention: Labor & Sex

## Conference Roadmap

### Planning & Building an Effective Conference Session on Human Trafficking Awareness



Planning a conference session is strategic, especially to ensure that the message educates the target audience. This Conference Roadmap provides five steps that can be used in full with the training program included with this toolkit or adapted into another training program. Each step includes a series of questions to ask in preparation for building out this presentation.



#### **STEP 1: Goal, Theme, & Delivery Method - What is the Take Home Message?**

Set your goal and theme prior to drafting your presentation.

- Will you educate on a general overview of human trafficking (HT 101), or will you focus on only one form of human trafficking: sex trafficking or labor trafficking?
- Do you want to encourage open discussion during your presentation and generate ideas?
- Do you have a tagline that you are introducing to the audience? This needs to be a targeted message and easy to remember. (i.e., “If you see something, say something.” Or “Not on My Bus, Not on My Train, Not in My Community!”)
- What will be your call to action? (i.e., “If you suspect something, call or text the National Human Trafficking Hotline number: 888-373-7888”)

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- Will your presentation be delivered in person or through a virtual meeting? Will your message be pre-recorded or presented in real time? Your delivery method will impact your ability to engage your audience and should influence the preparations for your conference session as well as the length of your session.



## STEP 2: Who is the Audience?

Every presentation should be modified once the audience has been defined.

- Knowing who will be in attendance allows you to not only tailor the message to a specific audience but also allows you to accommodate the time constraints of those attending. Is your presentation to a specific audience or will the attendees include multiple stakeholder groups?
- If your goal is to educate and inform, then your audience can be from a broad spectrum: transit directors and managers, frontline employees, and members of the transit community.
- If your goal is to present beyond an HT 101 and encourage policymaking, then this may be your target audience: transit directors and managers, transit board members, elected officials, and advisory board members.
- If your goal is to improve counter-trafficking operations internally, consider the following groups for attendance: human resource managers, procurement, senior administrative staff, policymakers, council, and other key decision-makers.
- If your goal is to encourage peer exchange and generate ideas: expand beyond transit workers and invite law enforcement, social workers, educators, and service providers who work with victims of human trafficking.
- Finally, is your audience primarily English-speaking? Could you introduce some translated materials in Spanish or Simple Chinese? **(See the full toolkit for these resources.)**



## STEP 3: Format & Time

The format and length of your presentation will be informed by your goals and your audience.

- First key to success: Give the audience an opportunity to digest the material and message presented. It is easy to be overly enthusiastic and include too much information in the session. Human trafficking is a polarizing topic that generally captures the attention of an empathetic audience; however, remain focused on the goals for the audience to help mitigate education fatigue.

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- Second key to success: Let the audience know there is HOPE and they are a key ally to making a difference. Provide concrete ways to act.
- Conference sessions are typically 60 - 90 minutes in length, including time for Q&A.
- Do you want to lecture during the entire presentation time or allocate part of the session for Q&A or discussion with the audience? For a first-time presentation, will you have a single speaker or multiple panelists?



#### **STEP 4: Speakers - Subject Matter Experts**

Whom you choose to present can make or break a conference session.

- Inviting credible and knowledgeable speakers in the field of anti-trafficking awareness, especially those with lived and/or shared experiences, will create a desire to act on the message and call to action.
- What is the difference between lived and shared experience? A lived experience expert is an individual that was trafficked for sex and/or labor trafficking. A shared experience expert is someone who provides resources to a survivor as part of their life journey – e.g., a law enforcement officer or a social worker.
- Speaker Compensation or Remuneration: If you are asking a person who has been trafficked to speak during your presentation, then pay them the same amount of compensation as you would pay any other expert. Period. They are true experts from their own lived experiences. What they share has value and they deserve the dignity and respect of payment for services rendered. If you don't typically pay a speaker, if funds allow, then provide a stipend or offer to pay expenses to each lived experience expert who speaks at your event.



#### **STEP 5: Marketing Collateral & Handouts**

Providing attendees with handouts allows them to focus on your message without having to write down every resource and tool mentioned during the presentation,

- Determine whether you will use existing resources or if you will introduce new resources that are exclusive to your presentation, or a combination of both options. Reference Appendix A in this document.
- If you are participating in a virtual conference session, have links to resources available that can be posted in the chat box for attendees.
- Will you collect feedback about the session or topics discussed? Providing a post-session paper and/or electronic survey regarding their knowledge of human trafficking offers valuable data to



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inform future conference sessions. A QR code survey can be helpful. Please review the Post-Training Evaluation included with this toolkit.

**Evaluation Tool for Presenters.** The following set of questions should be made available to participants in paper and/or electronic form. A PDF of this Evaluation is available in your toolkit. Presenters can prepare participants for taking the evaluation by reading the questions with them prior to giving access to the questions.

|    |   |  |
|----|---|--|
| 1) | Have you completed training on sex trafficking prior to this event?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 2) | Have you completed training on labor trafficking prior to this event?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3) | How much do you agree or disagree with the following statement? Select one response.<br>"I feel more prepared to recognize signs of human trafficking after attending this training."<br><input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Undecided <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree |  |
| 4) | Please list any topics that should be included in future trainings.   |  |
| 5) | Please share any comments or recommendations.   |  |



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**Template Agenda: 90-Minute Conference Session**

**Goal:** To demonstrate the clear intersection between public transit and labor trafficking, encourage agency leadership buy-in and create reporting policies for transit workers.

**Audience:** Transit agency directors, managers, and transit board members

**Format:** Panel discussion with key speaker/moderator

| Focus   | Time       | Speaker   |
|---|------------|---|
| Introduction: Purpose, format, speakers   | 5 minutes  |   |
| What is HT? What is labor trafficking?<br>Whom does this affect? Data on transit & HT – national or local | 20 minutes | Strong speaker with credible data and understanding of the national issue.  |
| Does human trafficking exist in this community? Why should it matter to me and this transit agency?       | 30 minutes | Panel of speakers to include local law enforcement, local resources for trafficking victims, a person with a lived experience             |
| Are there other transit agencies addressing the issue? What can we do?<br>What is the appropriate policy? | 20 minutes | Speaker who can share transit agency samples of policies. Review of internal policies on reporting and protections for frontline workers. |
| Q&A Session   | 15 minutes |   |

**Template Agenda: 60-Minute Conference Session**

**Goal:** To demonstrate the clear intersection between public transit and labor trafficking and provide resources for marketing and messaging inside a transit agency and outward to the public.

| Focus  | Time       | Speaker  |
|--|------------|--|
| Introduction: Purpose, format, speakers  | 5 minutes  |  |
| What is HT? What is labor trafficking?<br>Whom does this affect? Data on transit & HT – national or local. Is this an issue in this community? Why should it matter to me and this transit agency? | 20 minutes | Strong speaker with credible data and an understanding of national and local issues.   |
| How can an agency and a community work together to make a difference?<br>What are the agency protocols? How and why will employees report?   | 10 minutes | Director/Manager level individual to talk about protocols for the agency, what the plan is to educate/inform, employees, and why a combined internal and external message will make this more effective. |
| What will be the agency's plan be to educate/inform employees? Why is a combined internal and external message more effective for the community?   | 20 minutes | Demonstrate marketing materials in the toolkit, and how to use them for marketing and messaging to employees and the public.   |
| Q&A Session  | 5 minutes  |  |



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## **Appendix A: Resources for Speakers and Attendees**

### **Federal Transit Administration (FTA):**

- Transit Video: <https://www.transportation.gov/TLAHT/Posters>
- Public transportation Video: <https://www.transportation.gov/TLAHT/Posters>

### **Community Transportation Association of America (CTAA):**

- Link to Resources: <https://safety4transit.org>
  - **Labor Trafficking Toolkit**
    - *Planning and Building an Effective Conference Session on Human Trafficking Awareness Roadmap*
    - Slide deck for training public transit employees (English-only)
    - Digital videos
      - Labor Trafficking (English, Spanish, and Simple Chinese)
      - General Labor/Sex Trafficking (English, Spanish, and Simple Chinese)
    - Social media tools (all in English, Spanish, and Simple Chinese)
    - Printable posters, wallet cards, and infographics (all in English, Spanish, and Simple Chinese)
  - **Native American Toolkit**
    - *Breaking the Cycle of Indigenous Trafficking in Transit* booklet
    - Printable posters
  - **Transit Worker Approaches to Identification and Intervention**
    - Slide deck for training public transit employees (English-only)
  - **Demand-Side of Human Trafficking**
    - Social Media Toolkit

### **American Public Transportation Association (APTA):**

- Link to the Transportation legal response: [https://www.apta.com/wp-content/uploads/2022\\_01\\_TRB\\_101\\_Annual-Human\\_Trafficking\\_Panel\\_-\\_DOT\\_legal\\_tools\\_and\\_responses.pdf](https://www.apta.com/wp-content/uploads/2022_01_TRB_101_Annual-Human_Trafficking_Panel_-_DOT_legal_tools_and_responses.pdf)

### **DHS Blue Campaign:**

- You can request free materials from the Department of Homeland Security Blue Campaign. <https://www.dhs.gov/blue-campaign/request-materials>
- Info Sheets, Pamphlets, Cards, Posters, Infographics, and Toolkits: <https://www.dhs.gov/blue-campaign/library>

### **U.S. Department of Transportation:**

- USDOT Secretary Video Response: <https://www.transportation.gov/stophumantrafficking>



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- Presentation: Facilitating the Transportation Sector’s Collective Impact on Combating Human Trafficking: [https://www.apta.com/wp-content/uploads/2022\\_01-TRB\\_101\\_Annual-DOT\\_Counter\\_Human\\_Trafficking\\_Initiative\\_002.pdf](https://www.apta.com/wp-content/uploads/2022_01-TRB_101_Annual-DOT_Counter_Human_Trafficking_Initiative_002.pdf)
- Posters: <https://www.transportation.gov/TLAHT/Posters>

#### **Truckers Against Trafficking (Busing on the Lookout):**

- Videos, Posters, Wallet Cards, Decals, Brochures, Dash Stickers, Toolkits, Sample Policy Statement, Pre-Recorded Webinar: <https://truckersagainstrafficking.org/get-our-materials/>

#### **A21:**

- Videos: <https://www.a21.org/content/can-you-see-me-usa/grmu6o>

#### **ECPAT USA:**

- Public Conversation Guide: <https://www.ecpatusa.org/publicconversations>
- Sample Anti-Trafficking Policies: [https://www.ecpatusa.org/s/ECPAT-USA\\_SampleAntiTraffickingPolicies.pdf](https://www.ecpatusa.org/s/ECPAT-USA_SampleAntiTraffickingPolicies.pdf)

#### **Polaris Project:**

- Transportation Reports: <https://polarisproject.org/human-trafficking-and-the-transportation-industry/>
- Identifying Labor Trafficking: [https://polarisproject.org/labor-trafficking/?gclid=CjwKCAjw3K2XBhAzEiwAmmgrAhd\\_1189xVFx81QifM1XRBEZSLqoMkJSHkyOYASZq4fI9QH7QxvUWxoCHW8QAvD\\_BwE](https://polarisproject.org/labor-trafficking/?gclid=CjwKCAjw3K2XBhAzEiwAmmgrAhd_1189xVFx81QifM1XRBEZSLqoMkJSHkyOYASZq4fI9QH7QxvUWxoCHW8QAvD_BwE)

#### **Shared Hope International:**

- Policy Resources: <https://sharedhope.org/resources/policy-research-resources/>

#### **Additional Resources:**

- Sample Policy Statement: <https://www.shrm.org/resourcesandtools/tools-and-samples/policies/pages/anti-human-trafficking-policy.aspx>
- Multi-Disciplinary Labor Trafficking Toolkits (Transportation, Law Enforcement, Prosecutor, Business, Community): [https://cops.usdoj.gov/labor\\_trafficking](https://cops.usdoj.gov/labor_trafficking)