



PUBLIC AWARENESS CAMPAIGNS ON YOUTH SEX TRAFFICKING



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Public awareness campaigns are common strategies employed by anti-trafficking organizations in order to spread messages of awareness, understanding, and resources about human trafficking to large audiences. Some suggestions for conducting effective anti-trafficking public awareness campaigns include the following tips:

Messaging and Language

- Tailor materials as much as possible so that the message disseminated is clear. For example, campaigns may focus on foreign born or domestic victims, adults or children, or sex or labor trafficking. If the focus is on youth sex trafficking, this should be clear in language and imaging.
- Understand your audience. If your goal is to reach and have an impact with youth, use language and images that youth can identify with. Often, youth do not see themselves as victims or survivors, so language such as “human trafficking” or “sex trafficking” may not resonate with a youth and his/her experience.
- Refrain from using “saving mentality” language. Instead, use consistent, agreed-upon language that has been vetted by youth and professionals for clarity and practicality.
- Create a message that is impactful but not salacious. Testing messages on focus groups can enable organizations or programs to enhance the effectiveness of the campaign and to discern whether the intended message is being conveyed.
- Produce materials in coordination with local support systems, including law enforcement, victim advocates, service providers, students, and other relevant parties so that messaging is consistent. Such partnerships may also make it possible to blend funds for maximum impact.
- If not, promoting a local hotline, consider including the National Human Trafficking Hotline information (888-373-7888) or text “HELP” to BEFREE.

Images

- Refrain from using images of chains or other forms of restraint or kidnapping, as often victims involved in trafficking remain in their situation through coercion, lies, and threats.
- Consider using “shadowed people” or silhouettes of youth. Never use photos of scantily-clad youth in various stages of undress
- Images should reflect the diversity of the community and the youth that is served locally, including boys and girls, non-gender conforming youth, various ages, LGBTQ, and economic status.

¹ Sex trafficking is the “recruitment, harboring, transportation, provision, or obtaining of a person for the purpose of a commercial sex act” for remuneration in the form of money, food, shelter, or another valued entity. Evidence of force, fraud, or coercion is not a necessary for youth under the age of 18. Youth under the age of 18 who trade a sex act for something of value is automatically considered a victim of a crime under the U.S. Federal Trafficking of Victims Protection Act of 2000.

Outreach

- Use social media to spread your message to a wide audience at no cost. Update your posts regularly so as to keep your audience engaged.
- Partner with agencies that may be able to provide free or donated advertising space
- Use multiple outlets and media forms. Examples include educational events; poster, postcard, and other media campaigns; protests and awareness events; petitions, lobbying, and fundraising; educational speeches; informational flyers; concerts and street dramas; research studies; personal testimonials; and other advocacy efforts.
- Release campaigns in conjunction with global anti-trafficking advocacy days; See below:

GLOBAL ANTI-TRAFFICKING ADVOCACY DAYS

JANUARY	FEBRUARY	MARCH	APRIL	MAY
<p>National Slavery and Human Trafficking Prevention Month</p> <p>January 1, 1863 President Lincoln's Emancipation Proclamation took effect</p> <p>January 11 National Human Trafficking Awareness Day</p>	<p>National Teen Dating Violence Awareness and Prevention Month</p> <p>February 1 National Freedom Day</p> <p>February 20 World Day of Social Justice</p>	<p>March 8 International Women's Day</p> <p>March 25 International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade</p>	<p>National Child Abuse Prevention Month</p> <p>National Sexual Assault Awareness and Prevention Month</p> <p>First full week in April National Crime Victims' Rights Week</p>	<p>May 1 International Workers' Day</p>
JUNE	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
<p>June 4 International Day of Innocent Children Victims of Aggression</p> <p>June 12 World Day Against Child Labor</p>	<p>August 23 International Day for the Remembrance of the Slave Trade and its Abolition</p>	<p>First Monday of September Labor Day</p> <p>September 22, Abraham Lincoln's announcement of the Emancipation Proclamation</p>	<p>Domestic Violence Awareness Month</p> <p>October 15 International Day of Rural Women</p>	<p>National Runaway Prevention Month</p>

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