

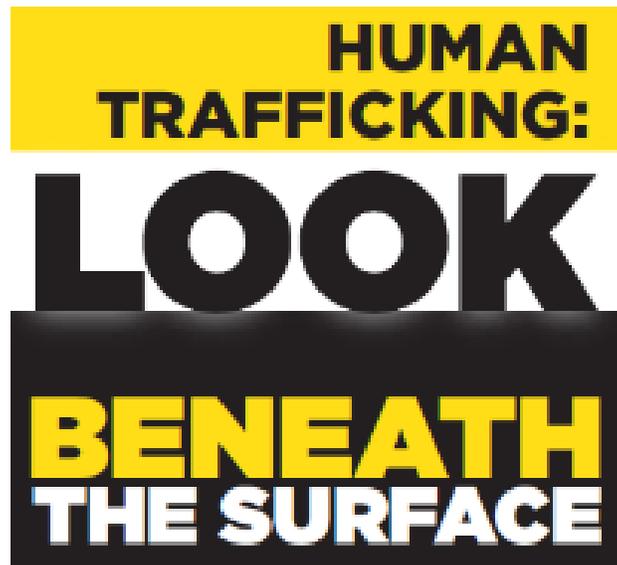
HHS Office of Trafficking in Persons

Public Awareness Campaign

LOOK BENEATH THE SURFACE

Stakeholder Toolkit

January 2017



## Welcome Partners/Grantees/Supporters

In recognition of National Slavery & Human Trafficking Prevention Month, the Office of Trafficking in Persons (OTIP) is launching a social media campaign called *Look Beneath the Surface* this January to increase awareness of the occurrence of human trafficking violations.



Every year, hundreds of thousands of men, women, and children are trafficked globally. In 2015, the National Human Trafficking Resource Center identified 5,544 cases of human trafficking in the U.S. The *Look Beneath the Surface* campaign urges the public to take a deeper look at potential trafficking situations. Many people do not know how common this form of slavery is or how to identify a possible situation of human trafficking.

As partners in the effort to eradicate human trafficking, we ask that you join us this January to expand awareness of human trafficking.

The following resources are included in this toolkit for your use:

- Six ways you can get involved
- Key messages
- Social media messages



## Six Ways to Get Involved

Below are six ways your organization can get involved and support the *Look Beneath the Surface* campaign and its mission to increase awareness of human trafficking.

1. **Link** to the National Human Trafficking Hotline on your organization's website, if you do not already. Use this link for measurement purposes: <http://bit.ly/2f3Yjlm>
2. **Join** our [Thunderclap page](http://bit.ly/2haoKFw) (<http://bit.ly/2haoKFw>) to amplify the reach of our message for Human Trafficking Awareness Day on January 11.
3. **Disseminate** printed materials to local medical facilities, health or social worker clinics, salons, movie theaters, schools, coffee shops, and other local businesses.
4. **Connect** with us on Twitter:
  - Follow [@ACFHHS](https://twitter.com/ACFHHS)
  - Retweet ACF posts throughout the month of January
  - Post links to the National Human Trafficking Hotline. Use this link for measurement purposes: <http://bit.ly/2f3Yjlm>
5. **Share** the sample social media posts and graphics below through your organization's social media accounts such as Twitter, Facebook, Instagram, etc. Be sure to use either of the #LookBeneathTheSurface or #EndTrafficking hashtags to raise awareness of the campaign.
6. **Challenge** your community to support the effort to increase awareness of human trafficking by encouraging them to join the Thunderclap [insert hyperlink] and use their social media accounts to share information on human trafficking. You can also direct them to this [Department of State - 15 Ways You Can Help Fight Human Trafficking](#) site.



## Key Messages

1. Look beneath the surface—a victim of human trafficking may look like many of the people you see each day.
2. Human trafficking is modern-day slavery.
3. Look for the signs:
  - Anyone under the age of 18 engaged in commercial sex
  - Evidence of being controlled (such as fear or anxiety)
  - Inability to leave home or workplace freely
  - Signs of physical abuse, sexual abuse and/or malnourishment
  - Unaware of current location, date, or time
  - Not able to speak for oneself or share information
  - Not in control of own money, identification, or other personal possessions
4. Four common myths of human trafficking:
  - Sex trafficking is the only type of human trafficking
  - If a person gave consent, they cannot be victims of trafficking
  - Human trafficking does not occur near me
  - Trafficking victims are usually young women or foreigners
5. Human trafficking victims are men, women, and children of all socio-economic, religious, and cultural backgrounds. However, some individuals—especially young people—are more vulnerable to becoming victims of human trafficking:
  - Children who are or were involved in the child welfare system or juvenile justice system are more likely to be victims of commercial sex exploitation, including child sex trafficking.
  - Runaway and homeless youth, including unaccompanied minors, have disproportionately experienced trauma and instability, and are at a higher risk for human trafficking.
  - LGBT youth can be five times more likely than their heterosexual peers to be victims of human trafficking.
  - Native American youth have disproportionately been victims of sexual assault and affected by generational trauma that also puts them at a higher risk for human trafficking.
  - Individuals with childhood abuse and neglect, or who experience violence early in life.
  - Migrant workers, undocumented immigrants, people with disabilities, people with low incomes, and those with a history of substance abuse are also vulnerable populations.
6. If you think you have come into contact with a victim of human trafficking call the National Human Trafficking Hotline at (888) 373-7888.

## Social Media Messages

Please consider posting the social media messages below through your platforms (Twitter, Facebook, Instagram, etc.).

- Twitter
  - Jan is National Slavery & Human Trafficking Prevention Month. Visit @ACFHHS's website to learn how to #EndTrafficking. <http://bit.ly/2g6s3Mp>
  - Jan is National Slavery & Human Trafficking Prevention Month. @ACFHHS encourages you to #EndTrafficking. Learn how. <http://bit.ly/2g6s3Mp>
  - During National Slavery & Human Trafficking Prevention Month, @ACFHHS debunks common myths. #EndTrafficking
  - Join @ACFHHS and help spread the message for National Human Trafficking Awareness Day. Learn more: <http://bit.ly/2haoKFw>
- Facebook
  - What does human trafficking look like? It's probably closer than you think. During National Slavery & Human Trafficking Awareness Month this January, join us and the [Health and Human Services](#) Administration for Children and Families by sharing the National Human Trafficking Hotline (888-373-7888) with your community to help #LookBeneathTheSurface.
  - Help us and the [Health and Human Services](#) Administration for Children and Families by joining this Thunderclap page: [<http://bit.ly/2haoKFw>]! It's easy – just sign up using your Facebook, Twitter, or Tumblr accounts and the message will post on National Human Trafficking Awareness Day on January 11. You can help #EndTrafficking
  - If you work in a health clinic, hospital, or another medical facility, you could be in contact with a victim of human trafficking. Did you know that 50-60% of human trafficking victims reported seeing a healthcare professional while in their trafficking situation? #LookBeneathTheSurface and learn the signs. <http://bit.ly/2g6s3Mp>
  - Look Beneath The Surface to identify signs of human trafficking—it may be closer than you think. If you believe you came across a victim of human trafficking, call the National Human Trafficking Hotline at (888-373-7888).
  - Be a conscientious and informed consumer. Find out what goods are produced by child labor or forced labor by visiting the Department of Labor's "List of Goods Produced by Child Labor or Forced Labor" found here: <http://bit.ly/1RXGSd5>. Encourage companies to take steps to investigate and prevent human trafficking in their supply chains and publish the information for consumer awareness.
- Instagram
  - #HumanTrafficking occurs in broad daylight, even in places you might visit each day. #LookBeneathTheSurface and learn the signs on the ACF HSS website. [NOTE: Instagram cannot support links, please include link in bio if possible: <http://bit.ly/2g6s3Mp>]

