

JANUARY IS NATIONAL HUMAN TRAFFICKING AWARENESS MONTH IN THE U.S.

While the fight against human trafficking is a year-round battle, January's National Human Trafficking Awareness Month is an important opportunity to join a national conversation about the issue and leverage the country-wide momentum that is gained on the topic during the month. Busing on the Lookout (BOTL) has developed a menu of external and internal communications tools for our valued partners who are interested in becoming a part of the national conversation in January. You may elect to implement any combination of these ideas; BOTL will work with you to customize and co-brand materials as needed.



1 INCLUDE BOTL MATERIALS IN YOUR JANUARY TRAINING

If you have not trained your employees with our materials, now's the time! If you have, consider showing BOTL's 4-minute refresher training during the month. *More on page 2.*

2 ADOPT/IMPLEMENT A REPORTING PROTOCOL

In July 2023, BOTL released a human trafficking response procedure template that guides transit partners in creating and implementing important procedures and policies. *More on page 2.*

3 DISPLAY VICTIM-CENTERED POSTERS

Display posters on buses, at bus stops and/or in bus terminals. BOTL can work with you to co-brand the messaging, and can even provide designs for an external bus wrap. *More on page 3.*

4 LAUNCH A SOCIAL MEDIA CAMPAIGN

BOTL will provide co-branded graphics and sample language for a public-facing social media campaign on the realities of trafficking and how the transportation industry (and your company) are combating it. *More on page 3.*

5 HOST AN EMPLOYEE OR CUSTOMER FUNDRAISER

Financial support is the fuel for our organization. Invite employees to donate to BOTL during the month of January as one additional way they can support our mission. *More on page 4.*

6 PROMOTE THE NEW APP

In January, BOTL will launch a revamped app which provides info about trafficking and how to report it. BOTL can provide graphics and sample language to encourage your drivers to download the app. *More on page 4.*



If you know which options you'd like to implement this January, or you would like to talk through the menu of opportunities further, please reach out to your BOTL contact or email info@truckersagainsttrafficking.org. **All requests for customized/co-branded materials must be received by Nov. 30.**

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1. INCLUDE BOTL MATERIALS IN YOUR JANUARY TRAINING

Plan to show the 30-minute video (for first-time training) or the 4-minute refresh video (for those who have already completed the full training) and pass out wallet cards during the month. If you would like to include a presentation from a local expert, BOTL may be able to help connect you to local speakers that can supplement the industry-specific information included in our training videos.

BOTL will provide video files and print materials free of charge. *Please be sure to let us know if and when you complete training so that we can add you to our tallies! This helps us measure our reach and better understand how and where our training is being used.



See training resources and additional info here: https://bit.ly/BOTL_NHTAM2024_1trans.

2. ADOPT/IMPLEMENT A REPORTING PROTOCOL

In July 2023, BOTL released a Human Trafficking Response Procedure Template that guides transit partners in creating and implementing important procedures and policies.

The impetus for the creation of the template arose from research in Florida that found that, while many agencies had implemented anti-trafficking training, none had reporting protocols in place. In order for human trafficking training to be truly effective, trainees must know exactly how to report suspicions of trafficking, and agencies must be prepared to respond to those reports. The adaptable template is meant to help agencies fill this gap. BOTL is happy to provide support as-needed in its implementation.



See template and additional information here: https://bit.ly/BOTL_NHTAM2024_2trans.

For additional information or next steps, please reach out to your BOTL contact or email info@truckersagainsttrafficking.org.

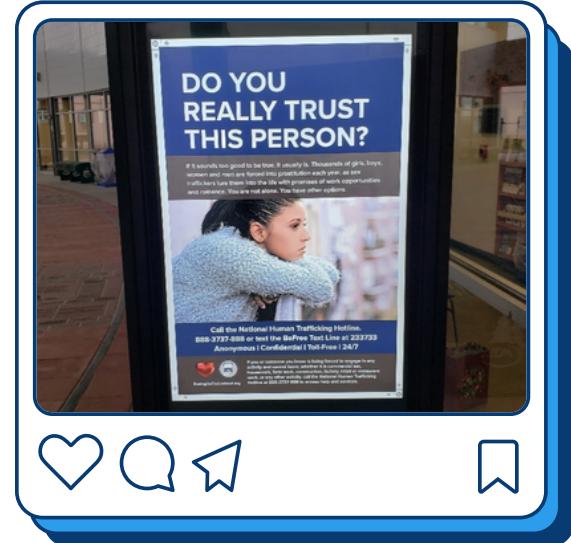
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3. DISPLAY VICTIM-CENTERED POSTERS

BOTL worked with survivors of sex trafficking to create a series of posters that use language and visuals that are intended to be eye catching for victims to see and know there are resources out there to help them. These posters also contribute to general public awareness about how vulnerable girls, boys, women and men can get lured into trafficking situations.

BOTL will share the poster designs with partners free of charge to display on buses, at bus stops and/or in bus terminals. We can also work with you to adapt the designs to create bus wraps. Poster designs can be co-branded, sized for your agencies needs and updated with local information as desired.



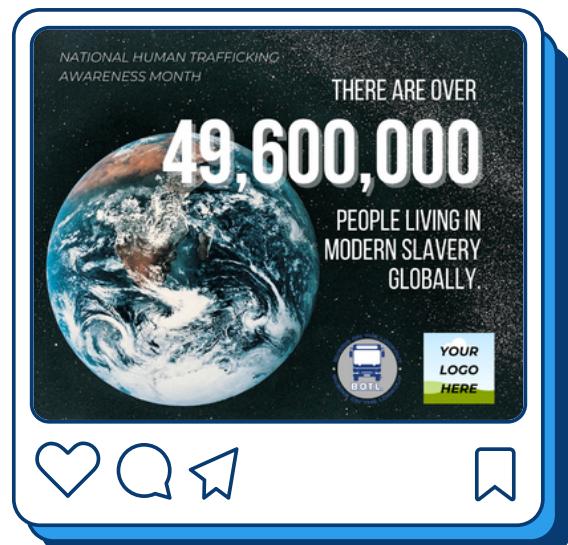
See sample poster designs and info here: https://bit.ly/BOTL_NHTAM2024_3trans.

4. LAUNCH A SOCIAL MEDIA CAMPAIGN

These sample posts can be used to share on public-facing social media accounts during the month of January. BOTL can co-brand these graphics with your logo. The weekly schedule is merely a suggestion; feel free to use graphics and language as you see fit/as fits into your social media strategy and calendar.

Sample posts:

January is National Human Trafficking Awareness Month in the U.S. [Company] drivers are among the more than 1.6 million members of the transportation industry trained to identify and report potential victims of human trafficking across this country. We are committed to protecting human rights through education and awareness with Busing on the Lookout.



See sample graphics, text and posting schedule here: https://bit.ly/BOTL_NHTAM2024_4.

For additional information or next steps, please reach out to your BOTL contact or email info@truckersagainsttrafficking.org.

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5. HOST AN EMPLOYEE OR CUSTOMER FUNDRAISER

Financial support is the fuel for our organization. Invite employees and/or passengers to donate to BOTL during the month of January as one additional way they can support our mission. Fundraisers could involve a simple email ask or an interactive activity. BOTL will share a list of ideas and suggestions.

Example Fundraiser Ideas:

- Run a contest or competition
- Set up employee payroll deduction
- Host an employee bake sale
- Donate a dollar amount per ticket sold in January
- Organize a roundup campaign for customers

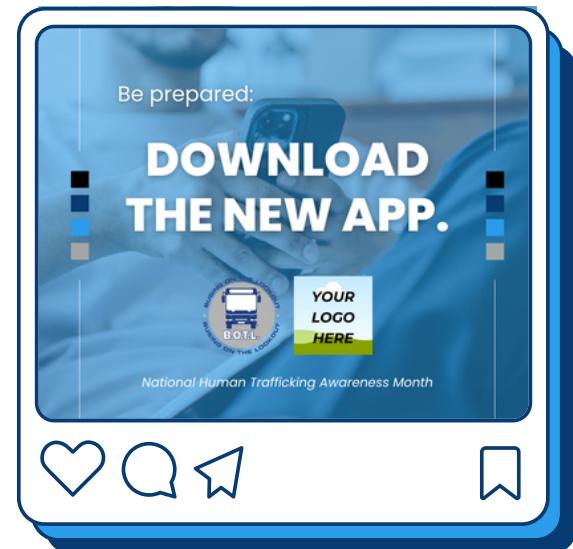


See full library of ideas and additional info here: https://bit.ly/BOTL_NHTAM2024_5.

6. PROMOTE THE NEW APP

In January, TAT/BOTL will unveil a completely renovated and revamped app, made to provide frontline employees and other community members with all the information they might need about trafficking and how to report it, if and when they need it.

Encourage your employees to download the app during National Human Trafficking Awareness Month, so they always have the information they need at their fingertips. BOTL can provide sample email language and co-branded graphics.



See sample text, graphics and additional info here: https://bit.ly/BOTL_NHTAM2024_6.