



FRAMEWORK

tools to combat labor trafficking

Labor Trafficking Outreach Planning Discussion Guide

Adapted from the New England Public Health Training Center's Introduction to
Outreach

*Created by the Legal Aid Society of Metropolitan Family Services
(LAS) and Framework: Tools to Combat Labor Trafficking*



Instructions:

Use this guide to help 1) determine your target population, 2) make an outreach plan, 3) implement your outreach plan, and 4) set your outreach program up for sustained success.

Review each of the 4 sections, including guiding questions and examples from LAS's experience conducting direct and indirect outreach to H-2A and H-2B guest workers in the State of Illinois. Working with your team and partners, draw from your experience and understanding of the needs and assets of your community to answer the questions. Reach out to Framework for support in developing and/or implementing your labor trafficking outreach plan.



Target Population(s)

Who do you want to connect with?

Remember, target population is driven by:

- *What your organization is offering (e.g. case management, legal services)*
- *Vulnerable populations living in your community*

1. What populations are already accessing services at your organization?
Are you seeing labor trafficking clients?
Among labor trafficking clients, are you seeing adults and children?
Men, women, and transgender individuals?
Foreign nationals and U.S. citizens/Lawful Permanent Residents? From which industries?
Who *aren't* you seeing?
2. Considering what you know about local industries and population trends, what groups may be vulnerable to labor trafficking?
 - The [National Human Trafficking Hotline's website](#) features an extensive resource library, which includes annual reports on trafficking within each state.
 - The [U.S. Census Bureau](#) compiles data on total population, demographics, educational attainment, household income, employment, housing, and other data points. [Statistical Atlas](#) offers multi-level maps and helps search and make sense of the data.

An Example from LAS

LAS focused on H-2A and H-2B guest workers in Illinois based on A) their experience providing legal and social services to foreign national survivors of human trafficking, B) their capacity to connect survivors with services across the entire state, C) data indicating that Illinois is one of the largest recruiters of migrant workers in the Midwest, and D) knowledge of exploitation within the guest worker visa program.



Planning

Once you know your target population, how will you connect?

1. **Determine the type of outreach:** Will your organization conduct direct outreach, indirect outreach, or both?

2. **Identify strategic locations:** What are possible access points for your target population(s)?

- o **Direct access points:** *Locations where you can engage directly with your target population(s) (e.g. their work site, their home)*
- o **Indirect access points:** *Community spaces and businesses where workers may come into contact with outreach materials (e.g. grocery stores, health care facilities, laundromats, money transfer centers, online platforms, post offices, places of worship)*

3. **Develop materials:** What images and messaging will resonate with your target population(s)? How can you clearly communicate what services your organization offers? What mediums will most effectively reach your target population(s) (e.g. flyers, radio ads, social media posts, know-your-rights training, match books or other “giveaways” with concealed messaging)?

4. **Engage partners:** Who comes into contact with your target population(s)? Are you connected to a local anti-trafficking task force or agencies engaged in anti-trafficking efforts? Are existing partners trained on identifying and referring labor trafficking survivors to your organization? What new partnerships can be developed to help you connect directly or indirectly with your target population(s)?

5. **Develop protocols (direct outreach):** Does your agency have protocols on conducting field or home visits that can be adapted for outreach? What steps do outreach workers need to take to ensure they stay safe and do not put workers at increased risk? What equipment and supplies are needed (e.g. vehicle, mobile device, two-way radio)? What referral network will you utilize to ensure survivors’ comprehensive needs are addressed? What information will you keep confidential? What information will you share, how, and with whom?

An Example from LAS

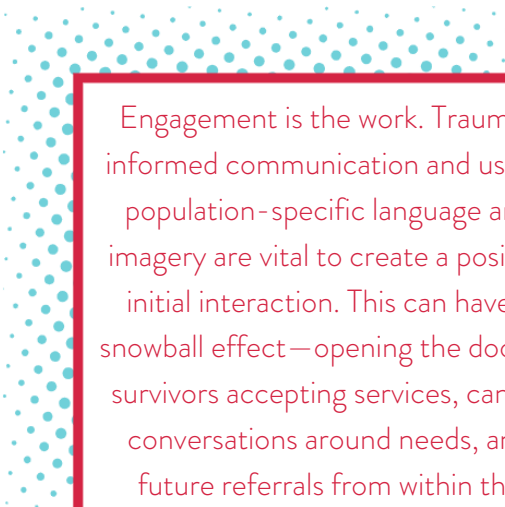
Based on the geographic isolation of the target population and the organization’s capacity (e.g., funding, staffing), LAS selected both direct and indirect outreach methods. Migrant worker housing (direct) and strategic community partners such as the Mexican Consulate, community health centers, migrant education programs, and regulatory agencies (indirect) serve as access points. LAS uses publicly available data from DOL to [locate workers’ addresses and contract details](#) (e.g., promised wages, housing, meals). They developed know-your-rights flyers and calendars on which workers could track their hours. LAS developed outreach protocols that include conducting direct outreach in pairs, having a point of contact to check in and out with.



Implementation

How will you successfully execute your outreach plan?

1. **Building trust during initial contact:** Are outreach workers at your agency trained on trauma-informed care? Are they able to communicate in language(s) of your target population(s)?



Engagement is the work. Trauma-informed communication and use of population-specific language and imagery are vital to create a positive initial interaction. This can have a snowball effect—opening the door to survivors accepting services, candid conversations around needs, and future referrals from within the targeted community.

2. **Assessing needs:** How much time do you have to communicate with workers? Do you know how private the space is in which you will be meeting? What needs can you assess in the amount of time and type of space you have available? Do you have a long and a short version of your script that includes a safety assessment? Are you limiting your questions to gather only the information you need to know (i.e. enough to identify risk factors without probing for details or making an on-the-spot declaration of trafficking)?

3. **Determining the best response:** Is your agency equipped to meet the immediate needs (either directly or through referral) presented by labor trafficking survivors you encounter? What support can you offer to exploited and/or abused workers whose experience does not rise to the level of trafficking?

An Example from LAS

Research shows that survivors are much more likely to disclose worker rights issues well before trafficking. This directly informed LAS's approach to adopt a **rights and empowerment-based lens**. This means that the design of all outreach materials and activities stems from the perspective that each individual has inherent rights that must be respected. It also highlights that individuals are the experts of their own experiences, and they have the agency to determine what actions to take, and when, in line with their identified goals.

LAS also considers both verbal and nonverbal communication strategies and includes those in their outreach protocols.



Follow Up

What happens after you've conducted your outreach activities?

1. Are there any follow-up actions needed to ensure your outreach efforts have met their goals? If so, what are these?
2. How will you regularly measure your outreach program's effectiveness? Can you attribute new referrals directly to a specific community/stakeholder training, outreach material, or direct interaction with your target population?
3. What can you do to sustain the partnerships you worked hard to build?
4. As identification of labor trafficking survivors increases, how can you and your partners prepare to meet the increased demand for services?

An Example from LAS

Following initial interactions with workers and distribution of know-your-rights materials, LAS conducts **follow-up visits**. This repeat engagement strategy takes into account the amount of time it takes to build trust and establish rapport. Activities measured using surveys, heat maps, and qualitative / anecdotal narratives.



Additional Resources

- New England Public Health Training Center's [Introduction to Outreach Methods and Strategies e-learning course](#)
- [Project TRUST Human Trafficking Outreach Toolkit](#)
- [National Association of Social Workers Guidelines for Social Work Safety in the Workplace](#)
- [LAS's Spotlight app](#) to locate guest workers in communities across the United States (clear the "state" field to search outside of Illinois)

Framework would like to thank Micaela Cayton Garrido and Marina Burka from the Legal Aid Society of Metropolitan Family Services for leading the [Labor Trafficking Outreach Fundamentals](#) event and for their work developing this discussion guide. To access more Framework resources, visit our [resource library](#).

To learn more about Framework or to request training, technical assistance, or individualized support on labor trafficking, visit us on our website.

www.frameworkta.org

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