



During Framework's Creating Labor Trafficking Outreach Materials event on May 27, 2021, Bella Hounakey (Survivor Consultant) provided recommendations to support the design of labor trafficking outreach campaigns and creation of tailored and trauma-informed outreach materials that mitigate fears and encourage survivors to connect with services.

Before developing your outreach plan, determine what your goal is. Are you looking to increase awareness? Is your organization looking to increase the number of survivors it serves? The answers to these questions can help guide your approach to outreach.



This training utilized [Project TRUST's Human Trafficking Outreach Toolkit](#) as a base from which to develop and refine outreach materials. The toolkit provides methods for applying trauma-informed practices to human trafficking outreach campaigns in order to increase the campaign's effectiveness and inclusivity.

Consider LANGUAGE, REPRESENTATION, & IMAGERY

- Use empowering, person-centered language that resonates with the survivors you are connecting with and avoid victim-blaming language.
- Materials that include images of people should be diverse, both in the type of trafficking portrayed and the physical appearance of the individual.
- When applicable, provide different options that those experiencing trafficking can use to reach out to your organization (e.g., phone number to text or call, WhatsApp), and ensure that someone at your organization will be available to respond.

There is no one image of what a survivor looks like,
and there is no one image of what a trafficker looks like.

Partner with Survivors as Experts

To truly be survivor-centered and -informed means to not only prioritize survivors' needs or wishes in service delivery; it must also include meaningful collaboration with survivors to inform the design and implementation of the very policies and programs that affect them.

- Include survivors in the creation of outreach materials, from the inception to the completion and implementation.
- Compensate survivors for their work.
- Consider survivors' background knowledge, skills, and interests.
- Lift up survivors' voices in ways that respect their trafficking and lived experiences, honor their integrity, and foster trusting relationships.

Evaluate Your Campaign

To measure how effective your outreach materials are, conduct assessments before and after each outreach campaign. Determine who you are reaching, and who you are not reaching, and use this information to shape your approach. Without measuring your efforts, it is impossible to know whether your campaign is effective in reaching your target audiences. Some questions you can use to measure and evaluate your campaigns are:

- What materials are clients seeing and where?
- How are clients connecting to your agency?
- Do clients relate to existing outreach materials?
- What barriers came up for clients in self-identifying?
- What percentage of the community has seen your materials?
- How does engagement with your campaign change over time?
- According to census data, who are you still not seeing?



Outreach is a way to empower people to make informed choices that improve the lives of survivors and victims... and it is only effective if it is centered around survivors' and victims' experiences.

-Bella Hounakey



PANELIST Q&A

Has there ever been an effective self-identification labor trafficking tool created?

To date, there are no research and evidence-based self-identification tools for labor trafficking. There are, however, many flyers/pamphlets and campaign materials created by various agents within the anti-trafficking field to increase self-identification. To gain a more in-depth understanding of this topic, check out Erin O'Brien's ["Ideal Victims in Human Trafficking Awareness Campaigns."](#)

What might be an example of a "shock" experience?

Images that show the person experiencing trafficking as brutalized or violated could be examples of this "shock" experience. Often, that is not an accurate representation of all survivors of trafficking. These types of images communicate that human trafficking is physically violent, which is not always true. By using images that depict victims with bruises or who are frail, the material becomes disempowering for survivors; you should communicate that survivors are people who were exploited, but that is not their sole identity.

Because labor trafficking can occur in so many settings and can look so different, is creating a flyer/pamphlet that focuses on a specific industry or ethnic group more effective?

Yes. We strongly recommend not using a one-size-fits-all approach. This is where we also recommend that you apply what we learned from Project TRUST's Trauma-Informed Outreach toolkit:

- Reason - identify your purpose and goal
- Engage - ensure your materials will pull viewers in
- Appeal - appeal to the wants and needs of your audience
- Cater - cater your delivery method to your audience
- Hold - stop to make sure everything is in place to be successful.

By applying these recommendations, you can create materials that target specific groups or industries.

How does one include/create materials for survivors who can't read?

The [ICOON wordless picture dictionary](#) was created as a communication support for individuals travelling to countries where they're unable to speak the native language. I believe for survivors who can't read, the best outreach material tends to be picture illustrations that are not too overwhelming and are easy to understand.

Is there too much text in the ¿Eres Tú? flyer? Does it become overwhelming with so much text and therefore inhibit reading it?

Esclavitud Moderna



¿Eres Tú?

¿No Te Pagan Por Tu Trabajo?

¿Te Han Amenazado Con Violencia o Deportación?

¿Le Estás Pagando Una Deuda a Tu Jefe?

¿Tienes Miedo De dejar o Perder Tu Trabajo?

TRATA DE PERSONAS

Como identificar y Asistir Víctimas

La trata de personas involucra la explotación de alguien con fines de trabajo forzado o un acto sexual comercial mediante el uso de la fuerza, el fraude o la coerción.

FACTORES DE RIESGO

Cualquiera puede ser víctima de trata. Los traficantes a menudo se dirigen a personas en situaciones de vulnerabilidad.

- Migración reciente / reubicación
- Jóvenes que huyen de casa o sin hogar
- Vivienda inestable
- Uso de sustancias
- Historia de abuso o violencia interpersonal

SEÑALES

- Acompañado por una persona controladora
- Cualquier persona menor de 18 años dedicada al sexo comercial.
- No poder hablar por uno mismo o compartir información
- Incapacidad para salir del hogar o el lugar de trabajo libremente
- Evidencia de ser controlado (temeroso, ansioso, sumiso, tenso, evita el contacto visual)
- Señales de abuso físico / sexual, desnutrición
- No tiene control de su propio dinero, documentos u otras posesiones.

RESPUESTA ADECUADA AL TRAUMA

Es fundamental que los proveedores de servicios evalúen los riesgos potenciales de seguridad, utilicen prácticas seguras sobre traumas y formen un espacio seguro, sin prejuicios para identificar los indicadores de trata y ayudar a la víctima.

- Encuentre un lugar para hablar con la víctima en privado, lejos de cualquier persona que la acompañe.
- Dele a la víctima la opción de hablar con un proveedor de servicio masculino o femenino.
- Si la víctima requiere interpretación, utilice siempre intérpretes profesionales.
- Limite las preguntas a las necesarias para identificar los servicios que necesita la víctima
- Asegúrese de que la víctima entienda las políticas y prácticas de confidencialidad, incluyendo el denunciado requerido por la ley.
- Proporcione opciones de recursos locales y nacionales.

Póngase en contacto con la línea directa nacional de trata de personas para obtener referencias de servicios especializados para víctimas o para informar la situación. 1-888-373-7888 | HumanTraffickingHotline.org



The "¿Eres Tú?" flyer does cover a lot of information and may be best as a takeaway card or flyer that victims and potential victims can review with adequate time and space. As a poster, this would be an example of how, at times, we tend to over communicate, which can impact victim self-identification.

In Michigan, have you seen a change in perception/concepts of what labor trafficking looks like, after the Michigan Attorney General's Office charged former gymnastics coach John Geddert with labor trafficking of gymnasts?

I have not noticed a change. This charge was encouraging, demonstrating that no one is above the law. It also shows that labor trafficking can take many forms, hence why it is important to not have the image of a "standard" victim.

RESOURCES

- [Project TRUST Human Trafficking Outreach Toolkit](#) – This toolkit offers background information on trauma-informed outreach and methods to increase outreach effectiveness and inclusivity.
- [Evaluating the Effectiveness of Your Campaign](#) – This presentation includes methods to analyze the reach and effectiveness of your communication campaign, and poses questions that can be used to shape your outreach campaign.
- [Look Beneath the Surface Social Media Images](#) – An example of an outreach material from the Office on Trafficking in Persons that can be shared on Facebook, Twitter, and other social media platforms.



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

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