



An important component in conducting successful outreach is understanding what labor trafficking can look like for U.S. minors. This will help shape the materials you create and the access points you use to connect with U.S. minors.

During Framework's Outreach to U.S. Minors event on February 18, 2021, Laura Murphy (Helena Kennedy Centre for International Justice at Sheffield Hallam University) provided insight into conducting outreach to U.S. minors who may be at-risk for or experiencing labor trafficking.

VULNERABILITIES

Recruiters often target youth who may be vulnerable through a variety of methods. These can include:

- online
- on social media
- on the street
- at bus stations
- outside homeless shelters
- at government assistance offices

U.S. minors may also be lured in using job offer advertisements, which can list unrealistic promises for quick money.

**91%** of youth reported being offered lucrative work opportunities that turned out to be fraudulent, scams, or sex trafficking.

L. Murphy "Labor and Sex Trafficking Among Homeless Youth: A Ten-City Study." 2017

MATERIALS

It is crucial to avoid stereotypical "human trafficking" **imaging** when creating outreach materials targeted to U.S. minors. These images are often sensationalized, with depictions of young, white girls who are bound in chains, which is not representative of what labor trafficking may look like for a young person. Using diversity in any included images could increase the likelihood that the material may be picked up and utilized. Simple text is the best, and you can ask questions that could apply to any situation, such as "All work, no pay?" If you are creating materials that are specifically for youth, you can include other questions that would be indicative of labor trafficking in that population.

Add a labor trafficking lens to work you may already be doing with youth.

Think about where recruiters may be preying on minors who are vulnerable and include these areas in your outreach plan. Some of these areas may include:

- child welfare and juvenile justice agencies
- youth-serving organizations
- health care settings
- community spaces
- job skills training offices

It is also important to consider industry access points, and to leverage common industry partners. You can also use data to create population-focused outreach.

## IN PRACTICE...

Some youth may be resistant to the idea that they have been trafficked for labor, but it is important that they are aware of their rights and know that they have options through you and other service providers. This can be achieved through effective outreach materials—that are not overly sensationalized and are representative of what labor trafficking of U.S. minors can look like—made available in places where vulnerable minors may frequent.

## RESOURCES

- [Typology of Modern Slavery](#) – A report from Polaris that analyzes more than 32,000 cases of human trafficking as reported to the National Human Trafficking Hotline between December 2007 and December 2016.
- [2019 U.S. National Human Trafficking Hotline Statistics](#) – Compilation from Polaris of data from 2019 on human trafficking across the United States, including infographics.
- [Adverse Childhood Experiences](#) – Information from the CDC regarding adverse childhood experiences (ACEs), including resources, data from studies, and fast facts.
- [Trafficking Victim Identification Tool](#) – A guide for using the TVIT screening tool from the Vera Institute to screen for human trafficking, including in minors aged 13 and up.

This material was created using funds through a grant from the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. Neither the U.S. Department of Justice nor any of its components operate, control, are responsible for, or necessarily endorse, this material (including, without limitation, its content, technical infrastructure, and policies, and any services or tools provided).