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End Trafficking Events Toolkit

This toolkit is designed to help you plan End Trafficking events on your campus or in your community. Through these events, you will be able to provide others with a basic understanding of child trafficking as it occurs in the United States and around the world.



In San Juan del Carmen, Bolivia, children no longer have to work in the fields, although many help their parents plant cane or clear the fields to supplement the family income.

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UNICEF USA supports UNICEF’s work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit unicefusa.org.

UNICEF UNITE is UNICEF USA’s grassroots movement, composed of volunteer-led and staff-supported local teams across the country advocating or taking action day in and day out to put children first. For more information, visit unicefunite.org

Getting Started

What Is Human Trafficking?

Thank you for your interest in raising awareness about human trafficking. Whether this is your first time learning about trafficking, or whether you're very familiar with the subject, below are some pointers for how to talk about the issue with your peers:

- Child trafficking is the buying and selling of children (anyone under 18) for the purpose of exploitation. For the full definition, see our Child Trafficking 101 (Appendix)
- Remember that trafficking is not an “over there” issue; it happens in every US state.
- When talking about those who have been trafficked, try to use the following language:
 - “Survivor” or “child who has been trafficked” instead of “victim.” These words are meant to frame a person who has been trafficked in a way that is empowering, which is critical.
 - Avoid referring to a survivor as being “damaged” or “helpless” or as needing to be “rescued” or “saved.” Again, this language is disempowering to those who have survived trafficking and is not reflective of all survivors’ experiences.

In this guide, we discuss how to implement tabling activities, a “Not My Life” film screening/discussion, a keynote, and a blog post/op-ed. This list is not exhaustive. There are many other events that you can host; however, whether you are hosting one End Trafficking event or a whole week of activities, there are many things to consider in order to make your event(s) a success.

Below are a list of top tips and tricks that we have found to be most useful for creating a great End Trafficking event/week:

- Register your event with UNICEF USA at unicefusa.org/submit-your-event-application.
- The earlier you start planning, the better. When brainstorming, remember to think outside the box!
- Identify organizations or passionate individuals to help you with planning, sponsorship and implementation. Some organizations that may be passionate about partnering on human-trafficking

prevention efforts include (but are not limited to):

- Women’s and children’s rights groups
- Faith-based organizations
- Greek life
- Environment/sustainability groups
- Health care providers or global health organizations
- Athletics
- Public policy networks
- Human-rights clubs and organizations
- Get the word out about your events by leveraging your networks. This will help raise awareness and increase attendance.
- Organizing some of these events may cost money. Identify your budget, potential sponsors, and/or methods of fundraising in order to cover associated costs.
- Keep a record of how you planned your event(s) so that someone else can learn from you in the future.
- Give your audience and participants suggestions for actions they can take after your End Trafficking event(s) are over.
- Share what you’re doing with our team on social media! You can tag us on:
 - **Twitter:** @UNICEFUSA
 - **Instagram:** @UNICEFUSA
 - **Facebook:** UNICEF USA
- Have questions or want to plan an event that we haven’t detailed here? Reach out volunteer@unicefusa.org. We are happy to help you with anything from brainstorming and finding resources to talking about event details.

Blog Post/Op-Ed

One of the best ways to get the word out about your event(s) is by publishing an op-ed in the school and/or local newspapers prior to/on the event date. You should adhere to your publication's specific word limits (usually found on the submissions page), but in general, try to aim for 600-750 words. Below are some suggestions for how to organize your post. For guidance, check out some examples toward the bottom of our website (unicefusa.org/endtrafficking).

- **Intro:** Mention that your club is hosting an End Trafficking Week/Event with some stats and a bit about why you are hosting the week (e.g., to raise awareness and empower students to take action). Here are some statistics you might want to include:
 - Ten million people are subjected to modern slavery globally (International Labor Organization). Of those, roughly 10 million children are in a forced marriage.
 - Human trafficking is reported annually in all 50 U.S. states (Polaris).
 - For more information, see the Appendix of this document for a Child Trafficking 101 and Fast Facts sheet.
- **Body:** Talk about why participating is important, and

how we are connected to global/domestic trafficking.

- **Conclusion:** Close out with calls to action — one of which should be attending the event(s)! Others could include:
 - Buying ethically sourced goods (clothes, coffee, etc.)
 - Learning the signs to spot trafficking
 - Adding the National Hotline number to your phone: 888-373-7888

If you are unable to publish an article before the event(s), you can do a recap. Here is a possible formatting for a recap publication:

- **Intro:** Mention that you hosted an End Trafficking Week/Event, what it consisted of, and mention some stats. You can even open with a picture taken from the event.
- **Body:** Talk about your events and the main points that were made at each one (e.g., what the film “Not My Life” consists of, a powerful quote by a speaker, a bit about what fair trade is, etc.)
- **Conclusion:** Close out with calls to action (see above).



Children volunteers in Kazakhstan play in a nearby playground. They have been trained about child abuse and they are now able to inform other children about the danger of being trafficked or abused and what do in case they are approached by adults with suspicious behaviour.

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Tabling/Interactive Activities

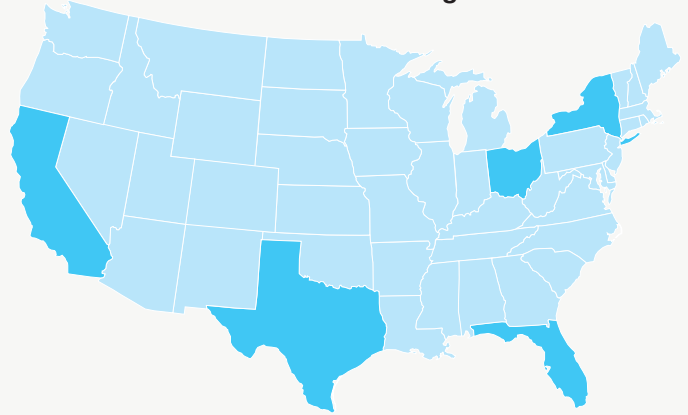
Generally, it's best to table for at least a portion of your awareness building. At the table, you can distribute any event fliers you've made, distribute End Trafficking resources (see Appendix), have a sign-up sheet to increase membership for your campus club, display fair trade samples, and conduct any of the following activities:

Lemonade Stand Activity

- Purchase or borrow a large jug container and create signs that say, "FREE FRESH LEMONADE" on them for students to see. Instead of filling the container with lemonade, fill it with water. Also purchase plastic cups.
- Have volunteers engage with students walking toward the table by asking them if they want free lemonade. Volunteers will hype up how amazing the lemonade is, how sweet it is, how fresh, etc.
- As soon as a student says yes, pour the "lemonade." As soon as they take a sip, they will realize that it's water.
- They will likely feel lied to, tricked and deceived (which is valid). They thought they were going to get one thing and ended up getting something completely different. This presents a perfect segue into a conversation about human trafficking — i.e., explaining that human trafficking victims are often lied to, tricked, deceived and/or coerced into exploitation.



Human Trafficking in the U.S.



Mapping Activity

- Print or purchase a map of the United States and paste to a foam board.
- Print and cut the trafficking case examples from around the U.S. (UNICEF USA can provide these cases).
- Set up the board at events with the cases and push pins for people to post to the map to help them get a sense of how close to home this happens.

Photo Campaign

- **Option One:** Bring a small whiteboard for people to write on and to take photographs with for social media.
 - Include #EndTrafficking with each post.
 - Examples include:
 - "What does freedom mean to you?"; "Freedom means..."
 - "I want to End Trafficking because..."
 - "Ending human trafficking should be a priority because..."
 - "[X] organization wants to #EndTrafficking"
- **Option Two:** Have poster boards with "#EndTrafficking" for people to pose with.
- **Option Three:** Have multicolored paper for people to write their own message on with the hashtag #EndTrafficking.

Want to brainstorm more ideas?

Email volunteer@unicefusa.org.

Keynote Event

Keynotes can be a great way to launch your End Trafficking events, while also providing an opportunity to educate a large audience on child trafficking. The following are important questions to ask as your team begins brainstorming ways to make your keynote a success:

- What topic or themes should the keynote address?
- Who should speak?
- Who is my target audience?
- Will there be costs associated? If yes, what is my budget, and where can I receive funding?
- Who do I need to contact in order to make my keynote successful?



Refugee and migrant children play at Kara Tepe hospitality center on the Greek island of Lesbos.

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Trafficking of children is a grave violation of their rights, robbing them of their childhood, their well-being, and the opportunity to reach their full potential.

— Dr. Susan Bissell, Director of the Global Partnership to End Violence Against Children

One to Two Months Before Keynote

1 Formulate and define keynote theme(s) and subjects. Potential topics could include:

- Labor trafficking
- Children on the move
- Addressing harmful social norms
- Conscious consumerism

2 Brainstorm potential partners to help you plan/co-sponsor the keynote. Clearly outline how you would like these individuals/organizations to collaborate (help with volunteer recruitment, financial support, advertisement services, etc.) and reach out accordingly.

3 Identify your intended audience.

4 Brainstorm potential speakers. Do research on human trafficking “experts” or others that may be suited to speak on your selected topic. *Note: Once your event has been approved with UNICEF USA, reach out to us to see if we have someone available to speak. UNICEF USA representatives make excellent keynote speakers!*

5 Identify your budget or potential avenues for funding. If applicable, develop a system for tracking financial transactions and costs. Potential costs may include:

- Cost for venue
- Catering — meals, tea and coffee breaks, etc.
- Translation services and equipment, if appropriate or needed (captions for videos, translator, sign language interpreter)
- Transportation and accommodation requirements — e.g., shuttle bus to/from venue; transport for speakers, if applicable
- Speaker honoraria

6 The sooner your date and venue are solidified, the better! Once you set a date:

- Register your event with UNICEF USA at unicefusa.org/submit-your-event-application
- Extend formal invitations to keynote speaker(s). *Note: When reaching out to a speaker, be sure to specify the target audience, topic, length of speech, whether a PowerPoint is expected, etc.*

7 When selecting a venue, consider:

- Room capacity
- Technological capabilities
- Accessibility for speaker(s) and attendees
- Catering facilities (coffee, tea, drinks, snacks, lunches, dinners, conference dinner) and likely requirements
- Security concerns

Three to Four Weeks Before Keynote

1 Identify an individual to introduce your speaker(s)/ serve as an emcee for the keynote.

2 If your speaker(s) will need to travel from out of town:

- Verify hotel-booking arrangements. It is strongly recommended that participants are responsible for booking their own flights and accommodation. (The only exception may be to offer to book accommodation for invited guests.) A list of convenient, local accommodation with a range of prices should be provided.
- Check and arrange transport from/to airport if appropriate.

3 Finalize your event description for use in promotional materials. Ensure that all usage of logos and speaker headshots have been approved by all parties involved.
Note: Be sure to register your event if you intend to use the UNICEF USA logo.

4 Develop a plan for promoting the keynote. This may include:

- Designing and distributing fliers.
- Sharing event information on relevant mailing lists, online/paper publications, local tourist information agencies, and social media platforms.
- Doing in-person promotion on local radio/TV stations or at local groups that may be interested in attending.
- Contacting suppliers of appropriate promotional items — bags, pens, hats, etc.

5 Negotiate prices and requirements and provision of equipment with venue staff. Check scope for delegate day rate and reduced cost/no cost for meeting rooms etc.

6 If applicable, hire caterer and verify special meal requirements (dietary, vegetarian, kosher etc., extra costs).

7 Take into account accessibility concerns, such as the need for hiring a sign language interpreter or outlining a building accessibility plan for those with mobility concerns.

8 Make edits to your event ticketing page (UUSA provides one to you at no cost after you register your event).

One to Two Weeks Before Keynote

1 Recruit event volunteers (e.g., faculty, professors, student leaders and community members.)

2 Distribute information on how to get to the venue to those who have RSVP'ed.

3 Remain in communication with your speaker(s) and relevant staff.

4 Ensure that any necessary contracts have been finalized and signed by concerned parties.

5 Reserve any necessary furniture or equipment.





In Bangladesh, girls sing a song about child safety, including what do when being followed.

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Days Leading Up To Keynote

- 1** Send an event reminder to those who have RSVP'ed as well as to volunteers.
 - 2** Continue to promote the event through designated channels.
 - 3** Ask your speaker(s) to submit a bio as well as presentation materials (e.g., handouts, PowerPoint, videos, etc.). Ensure that the introducer/emcee has access to this bio ahead of time.
- Visit the venue to introduce yourself to on-site staff and familiarize yourself with any electronic systems you may need to use.
 - Prepare a method of tracking registration at the event.
 - Gather necessary promotional materials (e.g., handouts, UNICEF banners, organization information, etc.).
 - Identify a liaison for speakers to escort all speakers throughout the day.
 - Brief all speakers with any final details for when and where to arrive as well as the agenda for the keynote.

Day of Keynote

- 1** Arrive at least two hours prior to the keynote.
- 2** Set up a registration table near the venue entrance.

- 3** Check media in each room (microphones, projectors, presentation material and sound check).

- Check room set-ups (placement of chairs, food if applicable, podium, technology).
- Post signage directing guests to event location and parking. Have greeters at key locations to assist and direct attendees.
- Give registration volunteers check-in procedures prior to opening doors.
- Take pictures, and be sure to tag @UNICEFUSA

Post Keynote

- Send thank you notes to speakers and those who supported organizing the event.
- Save all documents so that you or a new team can plan a similar event in the future.
- Set up a debrief meeting with UNICEF USA Team (within 1 month).
- Provide UNICEF USA with final list of alumni and recruiter attendees.
- Provide UNICEF USA with final sponsorship list.
- Reconcile budget (how much was spent on behalf of your on-campus group) and reallocate for remainder of your year.
- Remove promotional materials and track metrics.

What's Next?

How Do I Stay Involved?

Now that you've taken part in an End Trafficking event, you may be wondering what you can do to keep the conversation going. The good news is that there's a lot you can do! Below are some ways to stay involved.

1 Stay up to date on UNICEF's latest work by following [@UNICEFUSA](#) on Twitter, Instagram, and Facebook.

2 Become a UNICEF USA volunteer by visiting [unicefusa.org](#).

3 Advocate for state laws that address human trafficking. Visit [act.unicefusa.org](#) to learn more about current advocacy activations.

4 Keep learning! Sign up for Google alerts about human trafficking with terms such as "child trafficking" or "human trafficking." You can also sign up for newsletters from anti-trafficking organizations like Polaris, International Justice Mission, and ECPAT USA.

5 Visit [slaveryfootprint.org](#) to take an online survey that helps you determine how many exploited individuals play a part in the products you buy.

6 Buy fair trade! A fair trade certification ensures that the product was produced without child exploitation. Further, profits from fair trade products are invested in programs that support local farmers and laborers. To host a fair trade event, download the Fair Trade Event Kit from our Resources page at [unicefusa.org/EndTrafficking/resources](#).

7 A call to men: change the conversation by working within your social circles. A "pimp" is not a cool guy, but someone who abuses and exploits people. A "prostitute" is often a victim of sexual exploitation. For more, visit: [againstourwill.org/how-to-talk-about-it](#) and [acalltomen.org](#).

8 Be a child-safe tourist. There is an incredible amount of child trafficking — both sex and labor — in the tourist industry. Learn how to take simple actions to minimize harm to children at [childsafetourism.org](#) and [thecode.org](#).



In Iran, an older girl accompanies a younger girl to a beach.

© UNICEF/UNI125834/ARFA

9 Make systemic change on your own campus. Lead a campaign to have your cafeteria or campus store sell ethically-sourced goods or petition your student government to invest resources in companies with family-friendly practices.

10 Post the National Human Trafficking Hotline (call 1-888-3737-888 or text "BeFree" 233733), around your neighborhood, school or workplace. The hotline handles calls from anyone, including witnesses, potential victims, service providers, community members and people hoping to learn more. It is toll free, and can be reached anywhere in the U.S., 24 hours a day, 365 days a year. Please ask permission before posting flyers in coffee shops, restaurants, business locations, etc.

The Facts

What Is Child Trafficking?

Child trafficking exploits children and often subjects them to violence and abuse. This horrific practice breaks down into two categories: sex and labor trafficking. They are not mutually exclusive, and occur in industries such as pornography, sex tourism, domestic servitude, factory work and migrant farming. Modern slavery is an umbrella term encompassing various forms of coercion that violate international human rights and labor standards (e.g., child trafficking, forced labor, child marriage and sexual exploitation).

The Numbers

Around the world today, it is estimated that 10 million children are subjected to modern slavery. Child trafficking and forced labor represent about 25% of the global industry, which generates an estimated \$150 billion in annual profits (International Labor Organization).

Who Are the Traffickers?

Traffickers, such as pimps, entice children and unsuspecting families with material goods, promises of employment, and false marriage proposals. They operate in many environments, ranging from small businesses to large organized crime networks.

Supply and Demand

Like all industries, child trafficking operates on the principles of supply and demand. As long as the incessant demand for cheap goods and commercial sex exists, traffickers will continue to exploit children in order to provide a corresponding supply. This reality, coupled with weak legislative policies, corruption, and a lack of enforcement, creates a scenario in which traffickers reap high rewards (\$150 billion annually) with minimal risk.

Impact on Children

Human trafficking of any kind violates a child's right to be protected, grow up in a safe family environment, and have access to an education. People who are trafficked often suffer from inhumane living conditions, neglect, poor diet and hygiene, and physical, sexual, and emotional abuse.

Is It Really Happening in the U.S.?

Yes. There have been reports of human trafficking in all 50 U.S. states, and most people who are trafficked in the U.S. are U.S. citizens (National Human Trafficking Hotline). The U.S. is a source and transit point for trafficking, and is considered one of the major destinations for trafficked persons. Anyone can be

trafficked regardless of class, education, gender, age, or citizenship when lured by false promises and the desire for a better life. However, children from minority communities and homeless/runaway youth are trafficked at disproportionately high rates.

Child Sex Trafficking in the U.S.

Due to the fact that children under the age of 18 cannot consent to sex, any commercial sexual act with a minor is considered child sex trafficking. It occurs at truck stops, massage parlors, residential brothels, and through escort agencies and online solicitation. The Internet has become a "marketplace" for sex trafficking where pimps can easily avoid the authorities, facilitate transactions, and lie about the ages of trafficked minors. Parental neglect, drug use, emotional and/or physical abuse by a family member, and poverty make individuals especially vulnerable to exploitation. More U.S. citizens are subjected to sex trafficking than labor trafficking, and pimp-controlled prostitution is one of the most common forms of sex trafficking (National Human Trafficking Hotline).



A boy working in Conakry, Guinea, is paid only in food. He says he is an orphan trafficked from Freetown, the capital of Sierra Leone.

© UNICEF/UNI78655/KAMBER

Labor Trafficking in the U.S.

Child labor trafficking occurs in a wide range of industries, both formal and informal. In the formal sector, it has been documented in agricultural work, restaurants, bars, janitorial services, and traveling sales crews. Instances of trafficking in the informal sector include begging rings and domestic servitude.

How We Are Connected

The coffee, wine, and tea we drink, the chocolate we eat, the cotton we wear, and the bricks in our buildings may all be products that were harvested or produced by forced labor. The 128 “worst offenders” — goods that are most commonly produced by child labor or forced labor, include: gold, sugarcane, coal, cotton, rice, tobacco, cocoa, diamonds, garments, coffee, bricks, and carpets. When we consume these goods, we are often contributing to child trafficking. However, this also means that we have the power to shift our consumption and increase the incentive to use ethically sourced products. It all starts with learning where our clothes, food, and drinks come from and subsequently demanding exploitation-free supply chains.

UNICEF and Child Protection

UNICEF is the UN agency that focuses on the rights of children, and child trafficking is a clear violation of these rights. UNICEF works closely with governments at the national and local levels to combat child trafficking, focusing its child protection efforts on:

- Empowering the world’s most vulnerable children, including: orphans, homeless and runaway youth, migrant and refugee children, and those affected by conflict and natural disasters.
- Facilitating community educational activities to change social norms, attitudes and behaviors that make children vulnerable to exploitation.
- Promoting gender equality and ensuring that anti-violence policies, programs and services are implemented from a gender perspective, while engaging men and boys as well.
- Supporting comprehensive services for children and their families, including access to health care, social protection and welfare services, psychosocial support and legal assistance.



A young vendor walks along a busy street in the heart of the city of Makati’s “red light district,” in Metro Manila, Philippines. Makati is considered the financial and economic center of Manila, and it is a hub for sexual exploitation in the context of travel and tourism.

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