



Learn More

For more information, please visit:
unicefusa.org/endtrafficking

End Trafficking Month Toolkit

Learn how you and your UNITE team can #DemandChange during End Trafficking Month 2019.



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.

Getting Started

Children around the globe — whether born abroad or right here in our backyard — face a world of significant challenges, but also immense opportunity. At UNICEF USA, we are working to build a world where every child has the opportunity to reach their full potential, free from violence and exploitation. We do this because we believe that a world fit for children is a world fit for all.



Child refugees from Syria and Afghanistan wait at a holding center in Macedonia where UNICEF provides psychosocial support.

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We invite you to stand with us in saying that even one child trafficked is one too many. Through your advocacy, education, fundraising, and community building efforts, you can help us end this practice. This means that you will not only provide opportunity for today's children, but will also help us build a more stable, safe and sustainable world for generations to come.

What is End Trafficking Month?

In the U.S., January is National Slavery and Human Trafficking Prevention Month — also known as **End Trafficking Month (ETM)** here at UNICEF USA (UUSA). We invite concerned individuals just like you to take action to raise awareness throughout January and combat trafficking in your everyday life.

What will I find in this toolkit?

This toolkit is designed to give you the resources to educate, advocate, build community and fundraise around this year's ETM theme: **Root Causes**. Each section will give you concise background information on some of the things that allow trafficking to persist, and how you can use conscious consumerism as a tool to **#DemandChange**:

Page 3 — Get empowered to educate others on trafficking and some of its root causes

Page 4 — Use conscious consumerism to advocate for change

Page 5 — Get active to build a community that puts children first

Page 6 — Host an event or fundraiser to raise awareness and support UNICEF's global work

Page 7 — Learn how to **#DemandChange** all year long

Page 8 — View resources to help you turn these suggestions into a reality

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.

The End Trafficking Project is UNICEF USA's initiative to raise awareness about child trafficking and mobilize communities to take meaningful action to help protect children. In partnership with concerned individuals and groups, the End Trafficking Project aims to bring us all closer to a day when there are no exploited children.

Speak Out and Educate

Learn the Facts

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**. Here are some other things to remember about trafficking:

- Approximately 10 million children today are estimated to be exploited in forced labor, commercial sexual exploitation, child marriage and child trafficking.
- It is not an “over there” issue; it is reported annually in *every* U.S. state.
- It occurs in many forms, including labor trafficking, sex trafficking and forced marriages.
- 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.
 - Avoid referring to a survivor as being “damaged” or “helpless,” or as needing to be “rescued” or “saved.” This language can be disempowering to those who have survived trafficking, and is not reflective of all survivors’ experiences.

What Are Some Root Causes?

Trafficking is a complex issue perpetuated by many underlying factors. When looking for people to exploit, traffickers seek out vulnerabilities that they can manipulate. This may include poverty, displacement due to an emergency or gender inequality, to name a few.

Trafficking is also extremely profitable (the exploitation of children alone generates approximately \$39 billion annually) and operates like many other industries in that it adheres to the laws of supply and demand. Therefore, when there is no demand for cheap labor or commercial sex, trafficking will not be used to fill those gaps. Combating demand is one way that individuals like you can make a difference: by calling for transparency in supply chains, purchasing goods that are ethically-sourced, promoting youth voices and children’s rights, and raising awareness of the realities of trafficking, you can help **#DemandChange**.

This is also where conscious consumerism comes in. **Conscious consumerism** means that you are thoughtful about what you purchase and how your buying practices may impact people and the planet. You pause to do research, ask questions and make choices that may be better for others, even when it is not the most convenient option. Through these small actions, you help combat trafficking by choosing products that put human and environmental rights first.

Take Action

Be Social: Now that you know what drives trafficking, spread the word on January 11 using the hashtags **#DemandChange** and **#EndTrafficking!** Use our Social Press Kit to make sharing the facts a breeze: thesocialpresskit.com/unicefusa

Optional

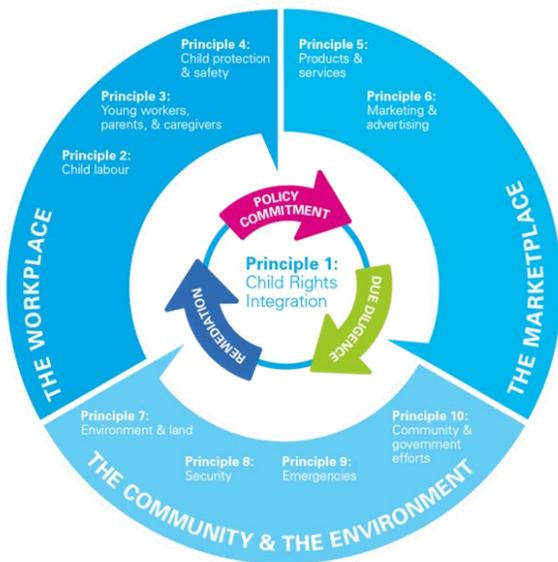
Know Your Number: There is a good chance that at least one product you own has been made by a person who has been exploited. Learn more about how you may unknowingly perpetuate trafficking by taking the Slavery Footprint Quiz at slaveryfootprint.org.

Learn More: For a deeper dive into the root causes of trafficking, please visit:

- UNICEF USA on Forbes, for latest blog posts on the root causes of trafficking: forbes.com/sites/unicefusa.
- End Trafficking Resources, including our **Conscious Consumerism and You** one-pager: unicefusa.org/endtrafficking/resources

Advocate

Though conscious consumerism begins on an individual level, we cannot make sustainable change without policies that prioritize transparency and ethical business practices. Federal legislation, such as the **California Supply Chain Transparency Act**, has laid the foundation for increasing transparency around human trafficking in supply chains, both in the U.S. and around the world. In fact, the UK built off of this domestic legislation in developing the **Modern Slavery Act** — a bill that engages businesses in identifying and preventing trafficking. Though domestic and global work is underway, there are still actions that you can do to advocate for conscious consumerism right in your own backyard.



How UNICEF Promotes Child Rights In Business

UNICEF and UNICEF USA work closely with businesses to promote behaviors and practices that positively affect children. Based on the **Child Rights and Business Principles**, UNICEF seeks to foster positive impact on the workplace and marketplace, as well as on the communities and environments where children and their families live and work.

Examples of UNICEF Child Rights and Business work include:

- Piloting projects in apparel factories in Bangladesh and Vietnam to improve the well-being of workers and their families, including breastfeeding for working mothers, water, sanitation and hygiene (WASH) in the workplace, child care solutions and more.
- Establishing girls' empowerment programs for girls in tea farming communities in India with the Ethical Tea Partnership;
- Convening stakeholders to develop best practices around children's rights in the digital age;
- And much more!

UNICEF also offers many global resources for businesses interested in promoting child rights, including the **Child Rights Impact Assessment** and **Child Safeguarding Toolkit for Business**. Visit unicefusa.org/childrens-rights-and-business to learn more.

Take Action

Reach Out: Send a letter to your government official telling them that trafficking is an issue that you care about. You can send a letter, either as a group or as an individual, by signing onto the draft letters below:

- Mayor: unicefusa.box.com/v/endtrafficking-mayor
- Member of Congress: unicefusa.box.com/v/endtrafficking-moc

Optional

Make the Connection: Watch The Story of Stuff's "**Story of Change**" video and take the quiz to find out what kind of changemaker you are: action.storyofstuff.org/survey/changemaker-quiz/

Start with You: Do your own research on where the things you buy come from. Then, vote with your dollar by choosing ethically made, locally sourced, or secondhand alternatives when possible. Here are some helpful resources:

- Done Good (available as an app and online at donegood.co/)
- The U.S. Department of Labor's (DOL) Sweat and Toil app: dol.gov/general/apps/ilab

Build Community

Communities have a crucial role to play in protecting children and building societies where children's needs are addressed and their opinions respected. Research shows that investing in children is not only good for them and their families; communities fit for kids are fit for all, and the healthy development of a child can lead to positive outcomes for the places where a child lives and eventually works.



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

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Putting Children First

Communities that place children first are crucial for reducing risks of trafficking and exploitation. Traffickers specifically look to exploit vulnerabilities and needs that are not met, such as lack of education, poverty or instability due to an emergency. No place is perfect, but striving to build a community that is resilient, sustainable and considers children's unique needs in decision-making can be a first line of defense in addressing these vulnerabilities, and, thus, protecting local youth from violence and exploitation.

Think about your own community or city. Are children and young people:

- Valued, respected and treated fairly within their communities and by local authorities?
- Given the opportunity to voice their needs and priorities? Are these needs taken into account in public laws, policies, budgets, programs and decisions that affect them?
- Given access to quality, essential social services?
- Living in a safe, secure and clean environment?
- Given opportunities to enjoy family life, play and leisure?

Once you have identified your community's strengths and areas of growth, think about what opportunities may exist for you to make a change. Remember, you do not have to do this alone, and even the smallest action can make a big difference in the lives of local children and young people.

Take Action

Collaborate: If you volunteered with an organization for last year's End Trafficking Month, reach out to collaborate again. If you need help identifying a new collaboration opportunity, reach out to Advocacy and Engagement (advocacy@unicefusa.org) for help!

Optional

UNITE: Host a gathering to talk about the root causes of trafficking featuring ethically-sourced treats. Invite government officials to participate (contact advocacy@unicefusa.org if you would like to do so) and consider inviting a youth leader to have a speaking role.

Raise Awareness: Work with local businesses and restaurants to post the National Human Trafficking Hotline. (Always ask permission first! You can use our End Trafficking postcards at unicefusa.org/endtrafficking/resources as a sample.) Encourage local government officials, law enforcement, educators and healthcare workers to get trained to spot the signs of a young person who has been trafficked.

Host an Event or Fundraiser

Planning an event or fundraiser is a great opportunity to raise awareness or funds for UNICEF's child protection work. How and what you decide to do is entirely up to you, but we have included some ideas and tips to get you started.

Event Planning Tips and Tricks

- Register all events with UNICEF USA at: unicefusa.org/submit-your-event-application. Be sure to note if you are inviting any high-level guests, and reach out to advocacy@unicefusa.org if you plan on inviting a government official.
- Work with the UNICEF UNITE team to identify potential collaborators to help you with planning, sponsorship and implementation. Make sure that you note anyone you hope to work with in your **Fundraiser and Event application** so that they can be properly vetted by UNICEF USA.
- Close your event by explaining actions your audience can take.
- Share what you are doing with our team on social media! You can tag or follow us on Twitter or Instagram at **@EndTraffick**
- Take LOTS of pictures and share them with us, either by tagging **@EndTraffick** or emailing: endtrafficking@unicefusa.org

Event Ideas

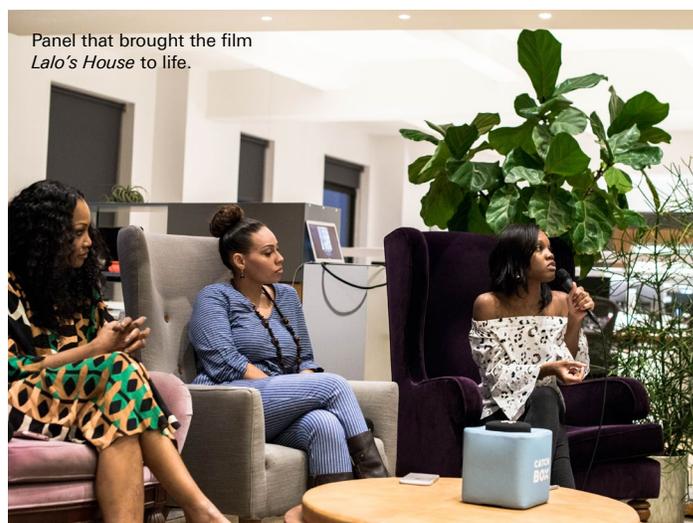
- Do a Facebook- or Instagram-live interview with a subject-matter expert
- Host a screening of *Not My Life*
- Convene a panel or keynote
- Conduct a Lemonade Stand activity. (View our **End Trafficking Events Toolkit** at unicefusa.org/endtrafficking/resource for more.)
- Plan an ethically-sourced fashion swap or show
- Host a bake sale or dinner made with ethically-sourced products
- Donate proceeds from a sponsored exercise class or marathon

- Fundraise on Facebook or Crowdrise (crowdrise.com/unicefusa)
- ... And much more!

Have questions or want to plan an event that we haven't detailed here? Reach out to the End Trafficking team at endtrafficking@unicefusa.org. We are happy to help!

End Trafficking Events in Action

During 2018, NextGen NY member Faby Pierre led two events to raise awareness of human trafficking. The first was a dance class led by Shirlene Quigley — a passionate advocate and former back-up dancer on Beyoncé's *Crazy in Love* tour. The second was a screening of the short film, *Lalo's House*, which follows the fictional journey of two young girls trafficked in Haiti. The screening was followed by a panel (pictured below) featuring local advocates, UNICEF USA End Trafficking staff and the leaders that brought the film to life. The events not only raised awareness of the realities of child trafficking in the U.S. and abroad, but also raised crucial funding for UNICEF.



Collaborate with individuals in other industries such as film, fashion or the arts to help bring awareness to human trafficking. Everyone can play a role in taking action in their own unique ways, through their talents and through networking. Cross-collaboration is essential.

— Faby Pierre, NextGen NY member

What's Next?

Once End Trafficking Month wraps up, 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 Visit our website (unicefusa.org/endtrafficking) to stay up-to-date on the End Trafficking Project's latest activities. You can also follow us at **@EndTraffick** on Twitter and Instagram.

2 Stay engaged with UNICEF. There are many ways that you can stay involved, including:

- Join or start a UNICEF club: unicefusa.org/clubs
- Join a UNICEF UNITE team: unicefusa.org/unite
- Join UNICEF USA NextGeneration: unicefusa.org/nextgeneration
- Become a monthly donor: unicefusa.org/donate/monthly

3 Advocate for laws that address human trafficking. Visit unicefusa.org/endtrafficking to learn more about our current advocacy activations.

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

5 Make conscious consumerism your norm. Continue researching the products you buy and voting for an exploitation-free world with your dollar.

6 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.

7 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 your harm to children at childsafetourism.org and thecode.org.

8 Take a look at your own finances. Do the companies you invest in have a policy on children's rights, or a



transparency statement about how they prevent human trafficking in their supply chains? If information is not readily available, reach out and ask for more information.

9 Petition your school or workplace to supply ethically-sourced goods in your cafeteria, vending machines, and on-site stores. Encourage your school to make conscious consumerism and human rights a part of all areas of curricula, including business and engineering. Your voice is powerful — use it to make a difference!

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.