

FEB. 22 IS NATIONAL HUMAN TRAFFICKING AWARENESS DAY IN CANADA

While the fight against human trafficking is a year-round battle, Canada has designated Feb. 22 as National Human Trafficking Awareness Day, which provides an important opportunity to join a national conversation about the issue and leverage the momentum gained on the topic that day and in the month leading up to it. Truckers Against Trafficking (TAT) has developed a menu of external and internal communication tools to help our valued partners become a part of this conversation. Companies can elect to implement any combination of these ideas; TAT will work with you to customize and co-brand materials as needed.



1 HOST AN INTERNAL LEARNING OPPORTUNITY

TAT has a menu of webinar offerings we can provide your company, including general corporate training webinars or deeper dives into the nuances of human trafficking via our Connecting the Dots series. *More on page 2.*

2 GATHER DRIVER FEEDBACK

TAT is asking all of our TAT-trained partners to send a brief survey out to drivers to help us collect data about frontline workers' experiences potentially seeing or reporting human trafficking. *More on page 2.*

3 SHARE RESOURCES AND TRAINING WITH ALL EMPLOYEES

TAT has a wealth of resources for continued learning, including short videos that provide additional information about human trafficking, as well as resources for parents, and how to fight demand. *More on page 3.*

4 LAUNCH A SOCIAL MEDIA CAMPAIGN

TAT will provide co-branded graphics and sample language for a public-facing social media campaign on the realities of trafficking and how the transportation industry (and your company) are combating it. *More on page 3.*

5 HOST AN EMPLOYEE FUNDRAISER

Financial support is the fuel for our organization. Invite employees to donate to TAT during the month of February as one additional way they can support our mission. *More on page 4.*

6 PROMOTE THE TAT APP

In January, TAT will launch a revamped app which provides info about trafficking and how to report it. TAT can provide graphics and sample language to encourage your drivers to download the app. *More on page 4.*



If you know which options you'd like to implement this February, or you would like to talk through the menu of opportunities further, please reach out to your TAT contact or email info@truckersagainsttrafficking.org. All requests for customized/co-branded materials must be received by Dec. 15.

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1. HOST AN INTERNAL LEARNING OPPORTUNITY

Continue to engage your employees on the issue of human trafficking by hosting a webinar or series of webinars with TAT.

Connecting the Dots Webinar Series

The *Connecting the Dots* webinar series offers a menu of topics that can be mixed and matched to meet the needs and interests of any partner. Session options include:

- Preventing human trafficking through the transportation industry
- How discrimination and racism play a role in human trafficking
- Addressing the demand for commercial sex and its role in human trafficking

Topics can be presented as a series or as one-time events.

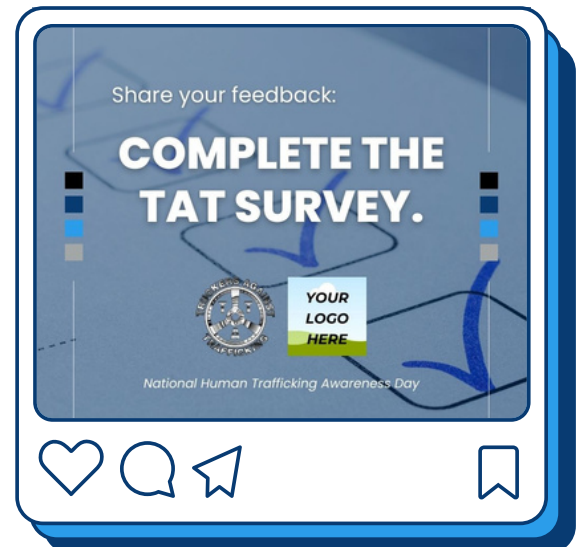


See full session descriptions and additional info here: https://bit.ly/TAT_NHTAM2024_1

2. GATHER DRIVER FEEDBACK

These materials can be used to elicit feedback from employees about the impact of your partnership with TAT and how employees are carrying out the TAT mission in the course of their everyday jobs. TAT will create the survey and provide sample language/ graphics to promote it. Graphics can be co-branded with your logo.

- TAT will create the survey and provide a link to your company for distribution.
- Company will distribute the survey to employees using internal communication channels.
- Ideally, surveys should be marketed and completed during the month of February 2024.



See sample survey and additional information here: https://bit.ly/TAT_NHTAM2024_2

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3. SHARE RESOURCES WITH ALL EMPLOYEES

TAT has a wealth of video and print resources for continued learning on the issue of human trafficking. These materials can be shared with employees throughout the month in order to engage them further on the issue.

Resources available to share:

- Be a Changemaker! (6-minute video)
- Nikki's story (6-minute video)
- Abbreviated TAT training video (15-minute video)
- How to engage your community in the fight against human trafficking (2-page flyer)
- How to talk to your kids about human trafficking (2-page flyer)
- How to talk to your kids about porn (2-page flyer)
- Driving Freedom Podcast episodes



See full library of resources and additional info here: https://bit.ly/TAT_NHTAM2024_3

4. LAUNCH A SOCIAL MEDIA CAMPAIGN

These sample posts can be used to share on public-facing social media accounts during the month of February, especially on Feb. 22. TAT can co-brand these graphics with your logo. The weekly schedule is merely a suggestion; feel free to use graphics and language as you see fit/as fits into your social media strategy and calendar.

Sample posts:

Feb. 22 is National Human Trafficking Awareness Day in Canada. [Company] drivers are among the more than 22 000 industry professionals trained to identify and report potential victims of human trafficking across this country. We are committed to protecting human rights through education and awareness with Truckers Against Trafficking.



See sample graphics, text and posting schedule here: https://bit.ly/TAT_NHTAM2024_4

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5. HOST AN EMPLOYEE FUNDRAISER

Financial support is the fuel for our organization. Invite employees to donate to TAT during the month of February as one additional way they can support our mission. Fundraisers could involve a simple email ask or an interactive activity. TAT will share a list of ideas and suggestions.

Example Fundraiser Ideas:

- Organize a virtual run or walk.
- Set up employee payroll deduction.
- Gather a 'Casual Friday' collection.
- Host an employee bake sale.
- Run a contest or competition.

TAT can provide custom digital assets, including graphics and a personalized fundraising page.

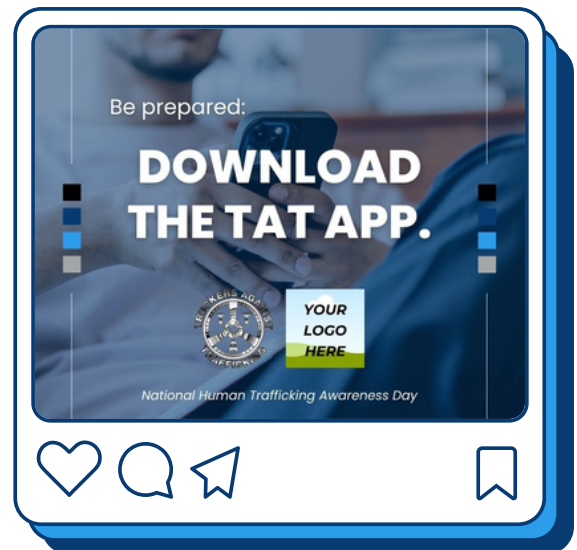


See full library of ideas and additional info here: https://bit.ly/TAT_NHTAM2024_5

6. PROMOTE THE TAT APP

In January, TAT will unveil a completely renovated and revamped app, made to provide frontline employees and other community members with all the information they might need about trafficking and how to report it, if and when they need it. TAT can provide sample language/graphics. Graphics can be co-branded with your logo.

Encourage your employees to download the app during February leading up to National Human Trafficking Awareness Day, so they always have the information they need at their fingertips. TAT can provide sample email language and co-branded graphics.



See sample text, graphics and additional info here: https://bit.ly/TAT_NHTAM2024_6