



# MARCH 12, 2024



*Photos Courtesy of Jenn Koss*

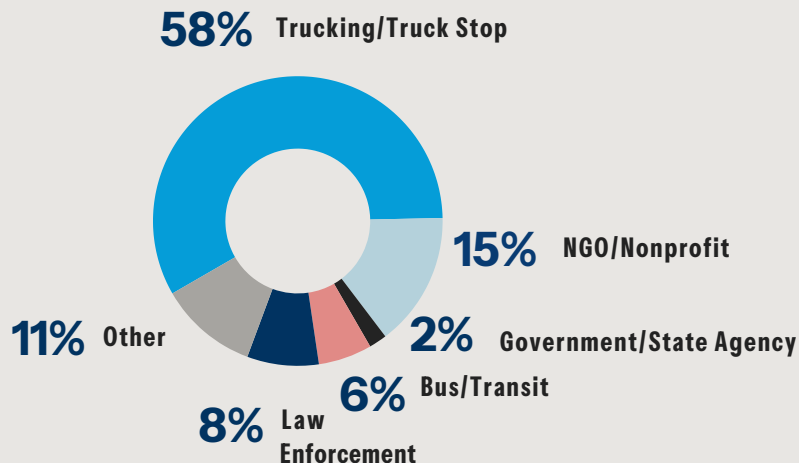
**TAT** teamed up with Pomp's Tire Service, Schneider, Wisconsin Motor Carriers Association, and the Wisconsin State Patrol to bring together key industry stakeholders in the trucking, truck stop, bus and energy industries, along with law enforcement, for a Coalition Build. TAT Coalition Builds **create pathways** for strategic engagement as stakeholders come together to leverage their networks in the fight against human trafficking. At the event, TAT provided **targeted action steps** and **free resources** for attendees to use within their companies and agencies.

## Green Bay, Wisconsin **IMPACT REPORT**

EDUCATE EQUIP EMPOWER MOBILIZE



# ATTENDEES



## IMPACT BY NUMBERS

- **88%** of respondents said their knowledge about human trafficking increased.
- **88%** of respondents said they were better prepared to identify human trafficking.
- **94%** of respondents said they would recommend attending a briefing like this to others in their field.
- **100%** of respondents said they know what next steps to take in order to combat human trafficking.

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**"Fantastic job! I am better prepared to see human trafficking after attending today's event. Everyone needs to connect with TAT!"**

Coalition Build Attendee

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# IMPACT IN ACTION

Coalition Builds inspire leaders from trucking companies, truck stops, bus companies, public transit agencies, energy companies, transportation associations, government agencies and law enforcement agencies to act, while equipping them with the practical tools they need to become force multipliers in the anti-human trafficking movement.

Since the Green Bay Coalition Build:

- ✓ Five companies ordered a total of 750 TAT window decals and 6,350 wallet cards for distribution among their drivers.
- ✓ Lubenow Companies registered 55 drivers as TAT- trained and received TAT's social media toolkit.
- ✓ A local non-profit is distributing TAT resources at community events.
- ✓ Schneider continues to show their commitment by ensuring every new hire is TAT- trained, regularly trains their fleets and associates, places TAT decals on every truck and donates hauls for TAT's Freedom Drivers Project.
- ✓ Rubber Inc. registered 142 drivers as TAT-trained and adopted an anti-trafficking-in-persons policy.

# IMPACT IN ACTION CONTINUED...

- ✓ Roehl Transport Inc. continues to train all drivers using TAT's Over-the-Road video and has now trained over 2,000 drivers.
- ✓ The Wisconsin Motor Carriers Association participated in a TAT webinar that highlighted the role of trucking in combating human trafficking. Their Road Team Captains took part in several human trafficking awareness events at local high schools and distributed TAT materials at their Truck Driving Championship.
- ✓ Bridgestone shared their anti-trafficking-in-persons policy with companies in attendance.
- ✓ Paper Transport became a Bronze Level sponsor of TAT.

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TAT has and will continue to follow-up with attendees from the Coalition Build in order to help facilitate lasting connections and build strategies for combating human trafficking locally.