



# MAY 21, 2024

TAT teamed up with the Arizona Anti-Trafficking Network, Arizona State University, Arizona Transit Association, Arizona Counter Terrorism Information Center and Love's Travel Stops to bring together key industry stakeholders in the trucking, truck stop and bus 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.

*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.*

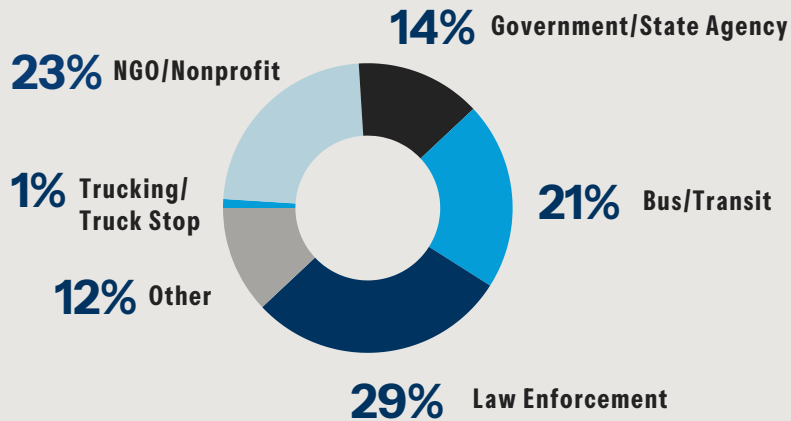
## Tucson, Arizona

# IMPACT REPORT

EDUCATE EQUIP EMPOWER MOBILIZE



# 73 ATTENDEES



## IMPACT BY NUMBERS

- **100%** said their knowledge about human trafficking increased.
- **95%** said they were better prepared to identify human trafficking.
- **97%** said they would recommend attending a briefing like this to others in their field.
- **100%** said they know what next steps to take in order to combat human trafficking.

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“Kelley Alsobrook is a strong, courageous person. Her story highlights the good and bad of law enforcement’s influence on the community. It also emphasizes the struggles of breaking free from trafficking as well as the human component that is lost in the data of it all.”

-Anna Leach, Tucson Police Department

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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 Tucson Coalition Build:

- ✓ Valley Metro featured an article on human trafficking in the May *Security Bus-Blotter*, spotlighting TAT's bus and transit resources and urging drivers to utilize the Arizona Human Trafficking Hotline. This publication reached 800 contracted bus operators.
- ✓ The SouthEastern Arizona Governments Organization (SEAGO) showcased TAT's 7-minute transit video during its August Regional Transportation Coordination meeting and encouraged participants to download the TAT app. SEAGO committed to distributing TAT wallet cards at future events.
- ✓ A new partnership emerged as HSI presented at two transportation coordination meetings and SEAGO's regional meeting.
- ✓ TAT provided three actionable human trafficking tips to the Arizona Human Trafficking Hotline/Arizona Counter Terrorism Information Center.
- ✓ The South West Transit Association is including a session on human trafficking at their annual conference in 2025.
- ✓ The Arizona Anti-Trafficking Network and the Arizona Transit Association partnered with TAT to create a co-branded human trafficking informational flyer that is being distributed throughout the state and was made available at Arizona's state transit conference.
- ✓ The Arizona Transit Association leadership has joined the Arizona Anti-Trafficking Network, underscoring their commitment to the cause.
- ✓ The Arizona Department of Transportation is integrating TAT's Law Enforcement Modules and has requested TAT materials for statewide distribution.
- ✓ The Arizona Anti-Trafficking Network reported strengthened collaboration among agencies, enabling future initiatives such as SOAP (Save Our Adolescents from Prostitution) outreach and an educational summit ahead of the world-famous gem show.
- ✓ The Arizona Department of Transportation has committed to displaying TAT posters in all of their MVD locations statewide.