

## FMCSA Funding Recipients and TAT: Statewide Campaigns

### **The Problem: Human Trafficking**

Human trafficking occurs in every state and in Washington, D.C. It takes place in urban, suburban and rural areas. Traffickers recruit victims in public places like malls or transit stops, in schools or online. Some victims of trafficking are exploited by family members. The pervasive nature of this crime requires a thorough and strategic approach to increasing public awareness, informing the public how to report potential cases and mobilizing state agencies and other professionals to use their resources and knowledge to combat this crime.

### **The Solution: Strategic Partnerships and Targeted Campaigns**

TAT has partnered with recipient organizations of FMCSA funding to coordinate statewide campaigns to address the issue of human trafficking by facilitating connections between state agencies and transportation industry professionals. TAT seeks to build and support the existing infrastructure, partnerships and resources in each state. TAT recognizes that there is no one-size-fits-all approach and has developed strategies in which to partner and help promote state-based efforts.

#### *Menu of Possible Campaign Actions*

TAT is committed to creatively partnering with states to help generate awareness of the issue of trafficking. States can select from a variety of strategies, depending on their respective budgets and the most effective methods of reaching people in their communities:

- Hold a press conference or issue a press release and/or public service announcement.
- Adapt TAT's materials to include the state-based human trafficking hotline number. Materials can be co-branded to feature the agency logos or that of other state agencies. A co-branded version of TAT's mobile app could also be created.
- Use the agency's external-facing website to include human trafficking information, including a link to TAT's training video.
- Create a letter campaign sharing TAT's free training resources and state-specific wallet cards with CDL holders in the state. The letter campaign can be adapted to either a print or a digital campaign.
- Disseminate human trafficking information to any third-party administrators authorized to administer the CDL skills test in the state and encourage drivers to become TAT-trained.
- Conduct outreach to drivers through digital advertising.

#### *Additional Resources*

In addition to the strategies listed above, TAT can provide opportunities for ongoing training and discussion to solidify strategic relationships in the state and ensure that key stakeholders are receiving the training materials they need to address human trafficking.

- **Coalition Builds:** TAT's Coalition Build program is a catalyst in building public-private partnerships between key industries, law enforcement and government agencies. Coalition Builds create pathways for strategic engagement at the state/provincial and local levels as stakeholders come together to leverage their networks in the fight against human trafficking.
- **Law Enforcement Training:** TAT has created on-demand, online law enforcement training modules and an accompanying e-toolkit. Agencies can request the modules by contacting [le@tatnonprofit.org](mailto:le@tatnonprofit.org). For audiences of 150 or more, TAT provides a 4-hour, in-depth law enforcement training on human trafficking which includes a look at the societal attitudes that contribute to a misunderstanding of prostitution, along with the use of the victim-centered approach and case studies of inspection and interdiction stops that turned into human trafficking.

Central to TAT's training is a survivor's powerful testimony, with her perspectives on interactions with law enforcement.

### *Key Stakeholders*

In order to successfully saturate states with training materials, it is vital that stakeholders become invested in statewide initiatives early in the process. Critical stakeholders can include:

- Agency with direct access to CDL holders in the state
  - Department of Motor Vehicles
  - Agency that oversees the International Registration Plan for the state
- Agency that manages the state-based human trafficking hotline (if one exists)
- Agencies that collect data on state-based human trafficking cases
- Attorney General's Office
- State Police
- Department of Transportation
- Commercial Vehicle Safety Alliance
- State Trucking Association
- State Motorcoach Association
- Other state-specific transportation or law enforcement agencies
- Other major transportation companies based in the state

### **Desired Outcomes**

The intention of TAT's Statewide Campaign is to saturate the transportation industry and our state agency partners with training and materials to educate members of the community about human trafficking and to facilitate investigations into this crime. Success will be measured in part by an increased knowledge of human trafficking in the transportation industry, as well as increased reports of human trafficking by the transportation industry.

### *Case Example: Florida Highway Heroes Program*

The state of Florida launched its Highway Heroes Program in 2020. The Program was funded through an FMSCA grant which covered the cost of materials provided by TAT and included:

- The creation of a website for CDL holders that provides information on how to spot trafficking, gather evidence, report the crime and become a Certified Trucker Against Trafficking. You can visit the website here: <https://www.flhsmv.gov/safety-center/human-trafficking/>
- TAT wallet card and letter urging professional drivers to TAT Train was mailed to Florida's 484,387 professional drivers.
- As of May 2023, 7,696 people from Florida have taken one of TAT's training courses. Around 1,879 of those 7,697 people took one of the TAT Bus courses; the rest took one of the trucking-specific courses.
- As of May 2023, Florida Highway Safety and Motor Vehicles (FLHSMV) has trained 467 officers with TAT's law enforcement DVD.

### **Schedule a Call Today**

Contact Kylla Lanier, TAT's Deputy Director and Senior Director of Public Sector Engagement, to start mapping out your state's customized anti-trafficking campaign today.

*Kylla Lanier*

[klanier@tatnonprofit.org](mailto:klanier@tatnonprofit.org)