Words Matter:
Language, Imagery and Storytelling in Human Trafficking Awareness

Compiled by the Public Education & Awareness Committee of the End Slavery Cincinnati Anti-Human Trafficking Coalition

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Presentation Materials

• Cyntoia Brown Long Interview
• My Story My Dignity Campaign
• Media Story for Activity
• Labor Trafficking Story Example

Learn More About Imagery & Language

• Do’s & Don’ts of Human Trafficking Awareness - PEA Committee
• My Story My Dignity Guidelines
• Polaris Project Myths & Facts

Increase Education & Focus on Marginalized / Oppressed Groups

• Black / African-American People
  ○ Polaris Project, Racial Disparities, COVID-19, and Human Trafficking
  ○ Dressember, The Link Between Systemic Racism and Human Trafficking
• Missing & Murdered Indigenous Women
  ○ Coalition to Stop Violence Against Native Women, MMIWG2S
• LGBTQ People
  ○ Lambda Legal, Trafficking
**People with Disabilities**
- Disability Justice, [Human Trafficking of People with Disabilities](#)
- Office for Victims of Crime, Training and Technical Assistance Center, [Victims with Physical, Cognitive, or Emotional Disabilities](#)

**Immigrants & Refugees**

**Take Action**

- **Respond Through Op-Eds, Letters to the Editor, Social Media Posts to Educate the Media**
  - Example of an Op-Ed, published in the Chicago Tribune
  - Support writers and outlets that get it right!
  - Reduce financial incentives for outlets that promote sensational or false reports

- **Challenge Yourself & Your Organizations to do Better**
  - Review and evaluate your organization's anti-human trafficking materials for bias, dignity, and inclusivity
  - Focus on marginalized and oppressed peoples

  - **Websites for free, diverse stock photos**
    - Pixabay
    - Pexels
    - The Noun Project
    - Stock photo sites that feature people of color

- Practice for media interviews
- Pay Survivors for speaking engagements, advisory work, or sharing their stories in any way.

**Get Involved - Join your local Anti-Human Trafficking Coalition!**