

The “Do’s” and “Don’ts” of Human Trafficking Awareness



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Speaker Biography

Samantha Searls is a program manager at the Intercommunity Justice and Peace Center (IJPC). At IJPC, Samantha's education and advocacy work focuses on breaking down unjust systems. As part of her work to end human trafficking, Samantha chairs the Public Education and Awareness Committee of End Slavery Cincinnati's Anti Human Trafficking Coalition. Samantha has her Master of Social Work from Washington University in St. Louis and her Bachelor of Social Work from the University of Indianapolis. Prior to her time at IJPC, Samantha served as a community organizer working on environmental, economic and social justice issues.



Intercommunity Justice and Peace Center (IJPC)



- Founded in 1985 by five communities of religious women
- Greater Cincinnati & Northern Kentucky
- **Mission:** The Intercommunity Justice and Peace Center educates and advocates for peace, challenges unjust systems, and promotes the creation of a nonviolent society

Intercommunity Justice and Peace Center (IJPC)



- **Vision:** A just and peaceful world
- Education & Advocacy
 - Lens of Peace & Nonviolence
- Three current programs:
 - Death Penalty
 - Immigration
 - Human Trafficking

Human Trafficking Program



- **Overall Goal of IJPC's Human Trafficking Program:** To bring visibility to the issue of human trafficking by educating young people, elected officials and the general public about the realities and needs of trafficked people in order to create systemic change.

Human Trafficking Program



- Community Education & Advocacy
 - Offer interactive presentations
 - Run advocacy campaigns to address systemic issues
 - Occasional individual case advocacy to illustrate issues
- Changes coming soon!
 - Was Chair of End Slavery Cincinnati's Public Education and Awareness Committee (PEA)

Goals for Today



- Identify and assess the effectiveness of frequently used phrases, images, and storytelling techniques in human trafficking awareness efforts.
- Explore best practices in defining the issue and presenting sensitive material.
- Name specific ways advocates can purposefully shift the way we approach human trafficking awareness.

PEA Mission Statement

The Public Education and Awareness Committee equips the community with resources and guidance to develop a shared understanding of how to recognize, respond appropriately, and speak about human trafficking with truth and compassion.

Contributors

- Christi Bartman, **Eyes Up Appalachia**
- Bri Combs, **End Slavery Cincinnati (former)**
- Maria Cole, **Women Helping Women (former)**
- Barb Dalziel, **Volunteer**
- Ronda Deel, **Volunteer**
- Alex Fehder, **Ohio Crime Victim Justice Center**
- Kate Haralson, **The Health Collaborative (former)**
- Em Joy, **Women Helping Women (former)**
- Courtney Kinter, **Legal Aid Society of Southwest Ohio**
- Christopher Norton, **Volunteer**
- Shannon Parker, **St. Elizabeth Hospital**
- Samantha Searls, **Intercommunity Justice and Peace Center**
- Jennifer Williams, **Regional Harm Reduction Collaborative**

Background

- Since the passage of the TVPA, advocates have been creating educational content
- Must adapt our educational materials as new information emerges
- Dec 2020: Desire to create a guide within bounds of respectful language and objective, research-based truths
- Used previous PEA publications to begin

Additional Sources

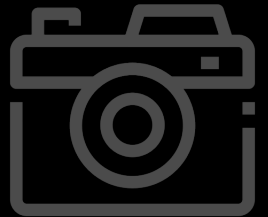
- Freedom United, **My Story, My Dignity Content Guidelines**
- Dart Center for Journalism & Trauma, **Working with Traumatic Imagery**
- International Labour Organization, **Forced labour, modern slavery and human trafficking**
- National Human Trafficking Hotline, 1-888-3737-888
- Polaris, **Myths, Facts, And Statistics**
- The Irina Project, **Tips for Using Images When Reporting on Human Trafficking**
- Icons from The Noun Project

Disclaimer

- This material is meant to provide general direction and guidance on emerging approaches to human trafficking awareness
- The presenters do not wish to overly critique or shame any individual or group whose content does not match what is recommended in this presentation

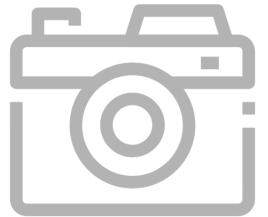
Imagery

The use of disturbing images to shock the viewers and grab their attention is discouraged. Referencing abuse, especially through imagery, can be distressing to those who have survived similar trauma.



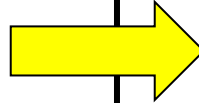
The Don'ts: Imagery

- **DON'T** use images of barbed wire, chains or duct tape.
- **DON'T** use images of only women or girls.
- **DON'T** use images of dirty beds or undergarments.
- **DON'T** use images of bruising or a threatening hand.



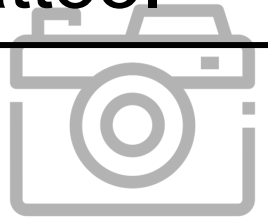
Pivot Point

Instead of focusing on graphic details, suffering and abuse



...focus on resilience, survival, strength and hope.

Example: Use images of a seedling or flying bird instead of bound hands or a bar code tattoo.



The Do's: Imagery

- DO consider the context of the image.
- DO use pictures of objects instead of faces.
- DO use images of hope.



Examples of Good Imagery



Language



The use of graphic, grotesque, and detailed language to describe situations of human trafficking is not appropriate. Meticulously describing a situation of abuse can be distressing to those who have survived similar trauma.

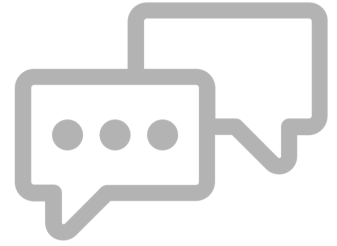
The Don'ts: Language



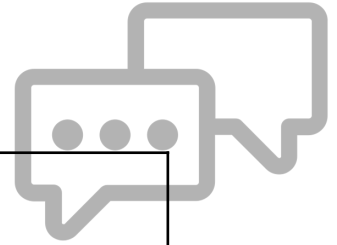
- **DON'T** always refer to everyone as a “victim.”
- **DON'T** use words like “save,” “rescue,” or “recover.”

The Do's: Language

- **DO** use phrases that specifically explain the harm being done.



Examples of Language



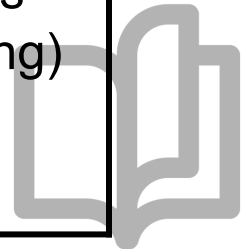
Say This		Not That	
✓	Sex Trafficker	X	Pimp
✓	Survivor	X	Slave
✓	Child Sexual Abuse Material	X	Child Pornography
✓	Commercial Sexual Exploitation of Children	X	Child Prostitution
✓	Sexual Exploitation of Children in Travel and Tourism	X	Child Sex Tourism

Defining The Issue



Federal Definition

Federal Definition of Human Trafficking				
Action	+	Means*	+	Purpose
Induce Recruits Habor Transports Provides or Obtains		Force Fraud or Coercion *A means of control isn't necessary to prove in cases of child sex trafficking		Commercial Sex (Sex Trafficking) or Labor/Services (Labor Trafficking)



The Don'ts: Defining the Issue

- **DON'T** equate Human Trafficking with Kidnapping, Smuggling or Missing Children.
- **DON'T** equate Human Trafficking with historical chattel slavery.
- **DON'T** equate Human Trafficking with Prostitution or Sex Work.



The Do's: Defining the Issue

- **DO** reference the TVPA (Victims of Trafficking and Violence Protection Act, 22 USC § 7102)
- **DO** reference your local laws (ORC 2905.32)
- **DO** use up-to-date, cited, contextualized statistics.



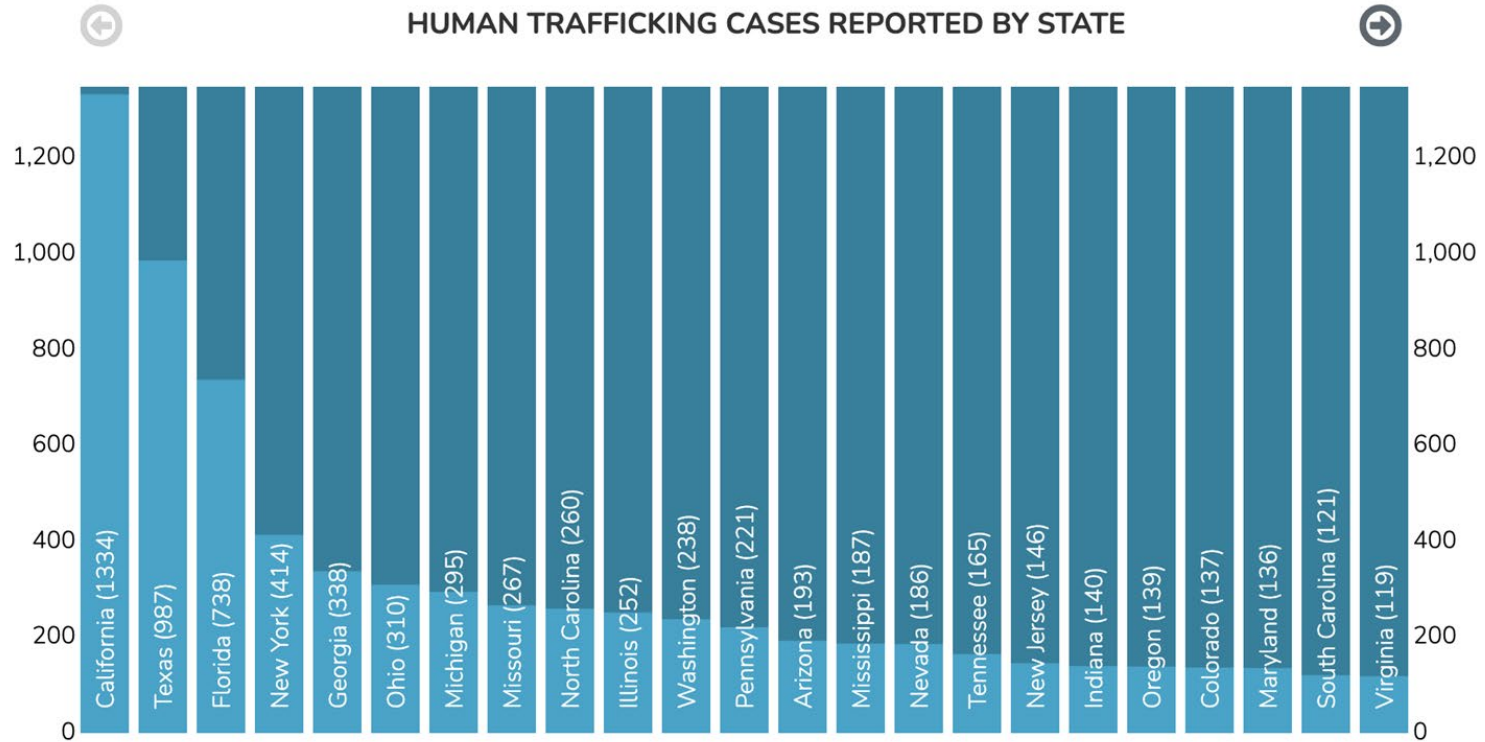
Statistics

“Ohio ranks fourth in the nation of reported human trafficking cases”

Taken from an Ohio news article published July 2021



Statistics



<https://humantraffickinghotline.org/states> (2020)



Storytelling

The Don'ts: Storytelling

- **DON'T** share unsourced news or stories about human trafficking.



The Do's: Storytelling

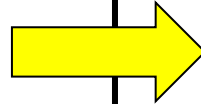
- **DO** tell diverse stories of human trafficking.
- **DO** highlight and provide compensation for stories directly from survivors of trafficking.
- **DO** consider your audience; a survivor of trafficking or other kind of trauma may be present.



Pivot Point



Shift mainstream
narrative from
focusing on victims
& survivors



...to focus on the
traffickers &
systems of
exploitation

Example: Name the company or business owner
profiting from the use of trafficked labor instead of
naming the victim.

Reflection

How has this presentation made you feel?
Excited? Relieved? Grateful? Tense?
Frustrated?

Taking Action

What's one thing you will incorporate into your anti-trafficking awareness efforts?

PEA & End Slavery Cincinnati



- End Slavery Cincinnati: escoutreach@gmail.com
 - Meets on Zoom 3rd Thursday of the Month
- Public Education & Awareness Committee:
peacommittee.esc@gmail.com

Questions



Samantha Searls, MSW

samantha@IJPCcincinnati.org

Direct: 513-864-5781 (No cases please)

www.IJPCcincinnati.org



@ijpccincinnati



@ijpc.cincinnati



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Human Trafficking, Health Equity, and Academic Collaborative

For more information, please visit [website](#) and contact Dr. Suk-hee Kim, Ph.D., COI, MSW, Associate Professor in the School of Social Work & NKU's Diversity Faculty Fellow at kims16@nku.edu