



BUSINESS

**QUICK-START
GUIDE**

**BUSINESSES
CAN PREVENT AND
END HUMAN TRAFFICKING.**

**ENGAGE
TOGETHER[®]**
Created by AFRJ[®] Powered by Altus[™]



WELCOME

WE'RE GLAD
YOU'RE HERE

Businesses, small and large, exist in every community. The business community is uniquely positioned to join the fight and to fill gaps in the anti-trafficking movement in ways that government and nonprofit efforts cannot accomplish, and in ways that will collectively impact millions of lives.

As a business professional, you can make a significant impact with simple additions to what you are already doing every day! The following pages include common questions and answers to help you gain essential knowledge and understand how educators can make a difference. You will find resources at the end with direct links to get you the information you need to get started!

HOW YOU CAN MAKE A DIFFERENCE

ESSENTIAL KNOWLEDGE



WHAT DOES HUMAN TRAFFICKING LOOK LIKE?

Human trafficking can take many forms, depending on the industry and the community where it presents. From construction to landscaping, to hospitality to farming, there are many types of human trafficking. Learning the different types will equip you to recognize and report in your community, the communities where you do business, and throughout your business travels.

IS HUMAN TRAFFICKING HAPPENING IN MY COMMUNITY?

Human trafficking impacts every community. Find out what type of human trafficking is being reported in your state, the demographics identified, and types of calls that come into the National Human Trafficking Hotline.

WHERE DOES HUMAN TRAFFICKING OCCUR?

Human trafficking can take place in the cities where you work and where you travel. It knows no barriers and can look similar yet different in each community, state, and country. Find out if human trafficking is happening in the states or countries where you do business.

DOES IT MATTER WHERE I STAY WHEN I TRAVEL? HOW ARE HOTELS ENGAGING?

Certain hotels have ensured that their staff and employees have been trained on human trafficking indicators and how to report. Some hotels also offer vouchers or emergency placement for victims and survivors of human trafficking. When traveling, you can ensure you stay at a hotel with trained employees and a commitment to be part of the solution.

ESSENTIAL KNOWLEDGE CONTINUED

WHAT CAN AIRLINES DO?

Many airlines have recognized their role in preventing and ending human trafficking. Certain airlines focus on training employees to identify and report, as well as conducting in-flight PSAs for their passengers. Several airports also have posters and announcements throughout their facilities alerting travelers about how to report.

Research if the airlines and airports you frequent are engaged in training, and if not, encourage them to!

CAN MY BUSINESS DISPLAY INFORMATION?

Your business can hang posters with the National Human Trafficking Hotline number in your windows, on bathroom doors, and other prominent places for viewing. Download or request free indicator cards, posters, and other materials as quick references for staff to refer to.

HOW CAN I GET STARTED AS AN INDIVIDUAL?

Learning what human trafficking is, who is vulnerable, and how you can report is the first step. Whether you work in your community or travel abroad, this course will help you understand human trafficking more. The free Justice U™ Human Trafficking Awareness course is the first in the three-part series “Learn How to End Human Trafficking.” Completion of the course awards you with a digital badge that can be displayed on professional networking sites.

HOW CAN I INCORPORATE FAIR TRADE PRODUCTS?

Whether you are purchasing t-shirts with your logo or coffee for the breakroom, you can ensure fair wages to farmers with the products you buy. Consider fair trade and ethically sourced brands.

When offering raffle prizes or engaging your whole business in awareness, consider products made by survivors such as bags, jewelry, and more.

ESSENTIAL KNOWLEDGE CONTINUED

HOW CAN I RECEIVE CURRENT UPDATES ABOUT HUMAN TRAFFICKING?

Following trusted organizations on social media and specific hashtags can help you have the latest information and be inspired with ways you can engage. Staying up-to-date with new resources, facts, cases, and ways others are engaging will help you know trends and changes in the movement. You can also sign up for google alerts about human trafficking in your community.

HOW CAN MY BUSINESS RESPOND?

Take the Business Pledge to End Human Trafficking. The business community is a critical partner in the fight to end human trafficking, and your business can absolutely make a difference. From your leadership team to each of your individual employees, your organization should be aware of the signs and indicators of human trafficking and what you can do in your local community to help end it.

Discover how to leverage the passion, skills, and resources you already have as a business owner and professional. Sign-up for Engage Together® Toolkit Online Access to receive toolkits and resources filled with action items, ideas, and practical examples to help you engage and make a difference.



QUICKLINKS

RESOURCES FOR BUSINESSES

- To learn more about the different types of human trafficking, review the [typology of modern slavery](#) from the Polaris Project.
- Discover “[Is Human Trafficking happening In My Community?](#)” with the Engage Together® Blog.
- Review the [National Human Trafficking Hotline statistics](#) for any state in the U.S. to learn the top types of trafficking reported, venues/industries for labor and sex trafficking, gender, age, and more.
- Review the [Global Slavery Index](#) and the [State Department TIP Report](#) to find specifics on human trafficking in the countries you do business with or travel to.
- Find out if the hotel, travel agency, or airline you frequent has signed [The Code](#), an initiative with the mission to provide awareness, tools and support to the tourism industry to prevent the sexual exploitation of children.
- Review the Department of Homeland Security Blue Campaign [Hospitality Toolkit](#) to learn warning signs specific to the hospitality industry, how to report, and more.

RESOURCES FOR BUSINESSES

CONTINUED

- Find out how the hospitality industry has implemented [training](#) for employees with Polaris and ECPAT-USA.
- See how [Delta Airlines](#) has made addressing human trafficking a companywide initiative. The [Hartsfield-Jackson Atlanta International Airport](#) is one example of an airport management team that has joined the fight against human trafficking.
- Read the Engage Together® Blog "[Eyes In The Air and On The Ground](#)" to find out how airlines and airports can engage to prevent human trafficking and protect the vulnerable.
- Download free indicator cards, handouts, posters, and more from [National Human Trafficking Hotline](#), [Blue Campaign](#), and the [Look Beneath the Surface Campaign](#) to post in your business or share with employees and customers.
- Learn [what fair trade is](#), how it supports farmers with fair wages, and [why it is good for business](#). Shop [Fair Trade Certified](#) and [Fair Trade America](#) products.
- Learn what Freedom Businesses are in the Engage Together® Blog "[Businesses That Bring Freedom](#)" and explore the list of companies that offer products made by survivors. Consider how your company can purchase in bulk, and share this resource with employees.
- Get started by following trusted social media outlets, such as The Blue Campaign [Facebook](#), [Instagram](#) & [Twitter](#), Polaris [Facebook](#), [Twitter](#) & [Instagram](#), Shared Hope International [Facebook](#), [Twitter](#), & [Instagram](#).
- Follow social media hashtags: [#endhumantrafficking](#), [#humantrafficking](#)
- Your business can help end human trafficking. Take the [Pledge to End Human Trafficking](#) and get equipped to join the fight.
- Sign-up for [Engage Together® Online Access](#) to get access to toolkits and resources filled with action items, ideas, and practical examples to help you engage and make a difference as a business professional.
- The free [Justice U™ Human Trafficking Awareness Course](#) will educate you on what human trafficking is, who is vulnerable, how to report and more. Earn your digital badge and share with your network.

ENGAGE TOGETHER®

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Engage Together® provides both individuals and organizations the ideas, tools, insights, connections, and resources they need to end and prevent human trafficking in their local community.



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engagetogether.com

connect@engagetogether.com