



ACTIVATE YOUR SUPPLY CHAIN FOR SOCIAL GOOD

A ROADMAP FOR ALIGNING
YOUR CORPORATE VALUES
WITH ANTI-TRAFFICKING WORK



CREATED BY TRUCKERS AGAINST TRAFFICKING
TO AID SHIPPING AND MANUFACTURING ORGANIZATIONS
IN EQUIPPING THEIR EMPLOYEES AND CARRIERS WITH THE
INFORMATION NEEDED TO HELP COMBAT HUMAN TRAFFICKING

THE PROBLEM OF HUMAN TRAFFICKING

Modern-day slavery, or human trafficking, is the exploitation of human beings through force, fraud or coercion for the purposes of commercial sex or forced labor. It's a problem that affects **50 million people** globally. It has been recorded in **all Canadian provinces and every state in the U.S.**, and it's estimated that **thousands of North American children** are at risk of being trafficked each year. Human trafficking is currently the second largest criminal activity in the world, and traffickers garner **\$150 billion** annually off the labor of their victims.

Truckers Against Trafficking (TAT) is a national 501c3 organization, which is raising up a mobile army of transportation professionals to assist law enforcement in the recognition and reporting of the crime of human trafficking to **help recover victims and arrest perpetrators**. Our training materials, available to the industry at no charge, are easily implemented into new driver orientation and regular safety training. They provide actionable strategies that ultimately lead to the discovery and disruption of human trafficking networks.

As the eyes and ears of our highways and local roadways, truck drivers are in a unique position to make a difference and close loopholes to traffickers who seek to exploit our transportation system for their personal gain. As an organization that hires companies to move your products, you can empower your carriers today and join our mobile army. In **less than 30 minutes**, your carriers can equip their employees with the information necessary to help combat human trafficking and potentially help save a life. TAT now offers awareness training specific to frontline workers in these sectors: over-the-road trucking, local/final mile delivery, in-home delivery and the energy industry.



ACTIVATING YOUR SUPPLY CHAIN FOR SOCIAL GOOD

Building on the corporate social responsibility (CSR) movement, and **leveraging purchasing power**, TAT is utilizing pre-existing relationships between shippers and their carriers to train even more drivers. As a shipper or manufacturer, you likely have a transportation/logistics department that either moves the majority of your company's product through its own private fleet, through the carriers you hire, or both. As the customer of trucking carriers, your company is in a position to **use your influence** to help make your suppliers aware of this problem and how they can become part of the solution.

Encourage your transportation providers to become TAT Trained. Your simple act makes the roads safer and helps **recover innocent victims**. Companies that join the TAT Shipping Partners Program and advocate TAT training for their core ground transportation carriers make a major impact in saving lives by promoting the program throughout the industry. This document offers ways to engage your business in this cause and provides actionable steps you can take to help combat human trafficking.

To get started, consider forming a team that includes representatives from your transportation/logistics department, your CSR or Sustainability office, and/or your HR department. Schedule a call with our Shipping Partners Program team and get your company involved in this life-saving work today.

To read case studies on how organizations of all sizes have engaged with this work, please visit www.TruckersAgainstTrafficking.org/Shipping-Partners-Program and click on any of the logos displayed to see how they have taken steps to get involved.



WAYS TO ENGAGE



ENCOURAGE

Encourage your carriers to become TAT Trained and registered by including a question like, "Are your drivers TAT Trained?" on a request for proposal (RFP) and hire TAT-trained companies. If they are not, use that as an opportunity to make them aware of the program and ask them to implement training. Make sure your carriers know that this initiative aligns with your company's Sustainability and CSR initiatives and that you are keeping a record of their participation. See page five for further communication best practices.

HOST

Host TAT by inviting us to make a presentation at your carrier bid meetings, carrier conference or call, etc. Elevate the TAT message by inviting us to share about the realities of human trafficking, the mission and methods of TAT and how your carriers can help drive change on this issue.

TRAIN

Train your private fleet with TAT materials and register as a TAT-trained company, if applicable. Or, consider hosting TAT on a company-wide webinar, educating all employees on the realities of trafficking in our communities.

GO PUBLIC

Make public the decision to join TAT's Shipping Partners Program, and allow TAT to highlight your involvement by including a case study of your efforts on our website, and, possibly, in our annual report. Include your efforts to advance this initiative in your own Sustainability report and increase visibility for your shareholders.

INTRODUCE

Help introduce TAT to industry-related organizations of which your company is a part (i.e. American Chemistry Council, Automotive Industry Action Group, International Foodservice Distributors Association, Pharmaceutical Supply Chain Initiative, etc.) and explore whether there are ways to utilize industry events or publications to help spread the word.

EDUCATE

Educate all company employees about the realities of human trafficking and what your organization is doing to help stop this crime.

ADOPT A POLICY

Adopt an anti-trafficking-in-persons policy with a demand-reduction focus and have employees watch TAT's Addressing Demand video. [Click here](#) to see sample policy language.

SPONSOR

Help us further our work and become a Corporate Sponsor. We cannot do this work without the generous support of those in the industry who recognize the need for our training.

COMMUNICATING THIS MESSAGE TO YOUR CARRIERS

Once you have decided to become a TAT Shipping Partner, make a plan for how you will roll out this program to your carriers.

As you either encourage or require your carriers to participate in the free TAT training, you can add a question about TAT participation to your RFP, send out email communications to carriers and invite TAT to present (either virtually or in-person) to your carrier base.

Sample Timeline of Engagement

1. Share carrier list with TAT and allow us to perform a pre-engagement audit to help determine where all of your carriers land on our continuum of involvement. *Reasonable to expect this within one month, depending on the size of the carrier list.*
2. Send out an email communication to carriers, CC-ing TAT, and potentially allow TAT to co-host a virtual training event. Give your carriers an expected timeline to begin rolling out the official TAT training. *Reasonable to expect carriers to begin training within three months.*
3. Set a deadline with TAT to perform an updated engagement audit. *Reasonable to expect TAT to turn this audit around in one week.*
4. Send a follow-up email to carriers about this effort, perhaps with special attention to carriers that have not made progress on training per the audit. *Reasonable to send this out within six months of initial communication.*
5. Allow TAT to repeat engagement audits and encourage your team to repeat general or specific follow-up with carriers. *Reasonable to check with TAT and/or carriers once per quarter or as desired.*
6. Once rollout has momentum and your company has made progress on multiple points of engagement (page 4), work with TAT to create a case study for the Shipping Partners Program webpage. *Timeline for creation of case study varies. Goal would be within a year.*

SAMPLE LANGUAGE

RFP Questions

- Is your company TAT Trained?
- What percentage of your fleet has been TAT Trained?
- When was the last time your fleet reviewed the TAT training video?

Email Excerpt 1

{Company Name} supports the efforts of TAT and would like to encourage all carriers and subcontractors to consider adopting this valuable training in order to be considered a TAT-trained company. This initiative aligns with {Company Name}'s efforts to {strengthen safeguards/etc.} against human trafficking. {Optional additional info about how the TAT mission aligns with values of the company here}.

Email Excerpt 2

{Company} is now reaching out directly to our valued suppliers and are strongly recommending that you consider incorporating the TAT training into your organization's hiring and ongoing training programs. While participation is voluntary at this time, it may become part of our decision matrix in awarding work in the future as part of your company's complete value offering to {Company}. Our ultimate goal is {Company}'s carrier network reaching 100% compliance.

Resource Tools

Utilize these digital folders of assets to build out your communications and also access documents about the TAT program to share with your carriers.

[Template Communications](#)

[Documents to share with carriers](#)

WHAT CURRENT PARTNERS ARE SAYING

"Toyota's two pillars are Respect for People and Continuous Improvement, and we're committed to actively engaging in our communities to improve lives for all. So partnering with Truckers Against Trafficking to work toward eliminating human trafficking felt like a natural fit."

Missy Pearlman, General Manager, Toyota Logistics Services

"It's our responsibility, as good people and corporate citizens, to do all that we can to protect and support human rights. Just imagine the impact we can all make by working together to stop this horrific crime. Through education, prevention and collaboration, we have the ability to save lives. At Holcim in the U.S., we believe in a world that keeps people safe, connected and thriving."

Kristin Beck, President, Commercial Roofing Systems and Lining at
Holcim US

"Nissan North America, Inc. is more than an automotive company; we are a mobility company providing unique and innovative products and services that deliver superior values of efficiency, safety and style. More importantly, we are driven to serve, connect and enrich the lives of people in communities where we do business. Nissan is honored to begin our partnership with Truckers Against Trafficking (TAT). Nissan proudly supports the initiative of the TAT program and firmly believes in its mission."

Kailey Whitehead, Analyst, Parts Logistics at Nissan Group North America

"Bristol Myers Squibb is a socially-minded organization, and this mindset transcends throughout leadership, empowering us to raise topics such as this important issue. Our partner carriers were extremely thankful we brought this subject to light. They were shocked to learn the statistics regarding human trafficking. And we were also pleasantly surprised to learn that some of our carriers were already partnered with TAT and that their drivers had gone through the training."

Rebecca Arrunategui, Associate Director, Logistics Performance Data, Technology and Business Continuity Management at Bristol Myers Squibb

READ CASE STUDIES OF THESE PARTNERSHIPS IN ACTION ON OUR SPP PAGE AT
[TRUCKERSAGAINSTTRAFFICKING.ORG/SHIPPING-PARTNERS-PROGRAM](https://truckersagainstrafficking.org/shipping-partners-program)