



# 2020 ANNUAL REPORT





# TAT in Action

A truck driver contacted the National Human Trafficking Hotline (NHTH) after directly interacting with an adult potential victim. The driver assisted the potential victim in getting to the nearby home of a family member and requested resources that could be provided to the potential victim if there were any future interactions. The hotline provided a few local options, but also suggested the driver provide the hotline information to the victim directly in case she wants to contact the hotline for help.

## Make the Call, Save Lives.

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# TAT in Action

In August 2020, at a Montana TravelCenters of America location, a TAT-trained cashier facilitated the recovery of a suspected female victim of trafficking, when the young woman approached the counter asking for help and indicated that she was under the control of a man on the premises. The cashier put his TAT training into action and swiftly reported his suspicions to management, who contacted the sheriff's office. Upon learning the young woman's identity, law enforcement found she'd been reported as a missing person. After the young woman was reunited with her father in the Seattle, WA area, he called the truck stop to thank them for "saving his daughter's life."

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Photo Credit: Thomson Reuters Foundation

Kendis Paris

## Letter from the Executive Director

Like everyone else on the planet, I am happy to put 2020 in the rearview. However, despite the extraordinary challenges it presented, including increased vulnerabilities for victims of human trafficking and those most susceptible to exploitation, the United States trucking industry must be lauded for its undeniable efforts to keep our country running.

Many Americans, some for the first time, quietly (or overtly) thanked a professional driver when they walked into their local grocery store and found re-stocked shelves or their hospitals and urgent cares equipped with the necessary resources for their treatment. Professional drivers were on the front lines hauling hand sanitizer, masks and PPE to millions all across the nation, and now they are faithfully ensuring the vaccine is getting where it needs to go.

In addition, truck stops remained open and worked to ensure that professional drivers had a safe place to park, refuel and be fed. Bus drivers faced health risks, and yet continued to go to work, ensuring that those who also had to work outside the home or get to school were transported safely. The energy industry, despite enormous challenges, fueled our nation ... making certain truck and bus drivers were able to fulfill their logistical missions.

In the midst of it all, this large, mobile army continued to make calls on behalf of those who needed it most. As you will read in the pages

of this report, members of the truck, bus and energy industries were essential in combating human trafficking in 2020, alongside government officials, and, for that, we owe them a debt of gratitude.

Recently, I spoke with Jeff Davis, an Armed Forces veteran and a Delta Auto Transport driver with 22 years of experience out on the roads. This past August, Jeff made a call on behalf of a 16-year-old girl being sold for sex. It was 3:30 a.m. when she knocked on his door, and Jeff told me what roused him from bed was remembering the mother featured in our TAT training video and how she wept recounting how a call from a driver had helped bring her daughter back home. Jeff, who proceeded to get up, get dressed and leave his tractor to go find the girl, not only called the hotline on the girl's behalf, but also local law enforcement, telling me, "That girl's life is far more important than me getting a few hours of sleep."

To Jeff Davis and all the truckers against trafficking out there on the roads ... thank you for your service, thank you for your leadership and thank you for being our everyday heroes.

*Kendis Paris*

# 1,014,367 TAT Trained

People are registered as TAT Trained on our website. This is up from 845,115 at the end of 2019.

## 2,692 Calls Made

Calls have been received by the National Human Trafficking Hotline (NHTH) by people identifying themselves as truckers between the time the hotline began on Dec. 7, 2007 and mid-year 2020.\* These calls reported a total of 708 cases of potential human trafficking, involving 1,296 potential victims. Prior to 2,009 when TAT began, the NHTH reports they had received only three calls total from truckers. Ongoing surveys of truckers reveal that calls to the hotline show only one slice of the data pie, with untracked calls to 911 and local sheriff's offices making up the larger portion.

*\*These are the latest numbers available from the NHTH.*

## 117,641 BOTL

Members of the bus industry, including 77,683 school bus drivers, are registered as trained.

## 1,586 Law Enforcement

Law enforcement officers received TAT training through both in-person and virtual events. Kylla Lanier, TAT deputy director, and Annika Huff, training specialist and survivor-advocate, held 15 in-person events in six states, involving 16 agencies, and seven digital events, titled Justice Seekers, with 17 experts presenting to law enforcement personnel from more than 30 states.

## 369 Shipping Partners Program

Carriers received exposure to TAT through Shipping Partner Program (SPP) interactions. SPP staff presented at 13 events, eight of which were virtual, to 921 audience members.

## 540 Coalition Builds

People participated and were trained through six Coalition Builds, which led to at least 1,045 members of the trucking industry receiving TAT training.

## 1,079 Empower Freedom

People heard Empower Freedom presentations and staff distributed 16,805 wallet cards.

## 3,435 Freedom Drivers Project

People toured or viewed the Freedom Drivers Project at 29 events, either in person or virtually.

## 190,443 Social Media

People follow TAT on Facebook, up from 185,524 at the end of 2019. TAT had 29,094 Twitter followers in 2020 and 13,100 followers on Instagram.



# 2020 TAT Champion Awards recognize outstanding partnership work

The fight against the injustice of human trafficking is the work of thousands of dedicated and committed people taking place on continents and in countries around the world. Truckers Against Trafficking (TAT) has turned to the members of the trucking, bus and energy industries, as well as to law enforcement, grantors, funders and other like-minded organizations and associations to engage “critical populations” in this fight. Without the support, commitment and actions of each of these entities, TAT would cease to exist, and the gains made in the



fight against human trafficking in the United States would take a huge leap backward. Therefore, each year, TAT recognizes and honors the outstanding creative, innovative, generous and dedicated efforts of a specific organization, association and state agency partner whose actions have significantly helped to engage more members of the industries TAT works with, as well as the efforts of more agencies and organizations within their state and the nation in the fight to end the crime of human trafficking.

## TAT Champion Award in the Organization Category: TravelCenters of America

Truckers Against Trafficking (TAT) awarded TravelCenters of America (TA) its prestigious Champion Award in the Organization Category for 2020 at TA's biannual leadership expo in Sandusky, Ohio. More than 850 employees attended, including general managers from locations across the nation and members of TA's executive leadership team.

“Truck stop industry partners are vitally important in helping TAT fulfill its mission, and TravelCenters of America is a best practice exemplar of engagement. Not only do they use their locations as distribution points for TAT materials in order to reach more drivers, but they've trained thousands of employees to recognize and report human trafficking and have even won our Harriet Tubman Award twice,” said Kendis Paris, TAT executive director.



Examples of TA's work with TAT includes:

- Created and held TAT's first product promotion and continues to sell TAT merchandise in its stores, making them a Freedom Driver Level sponsor.
- Administers awareness and empowerment training to its more than 21,000 employees at over 260 locations across the nation. TAT has had the opportunity to present at TA headquarters and to all of TA's general managers.
- Locations nationwide serve as points of display and distribution for TAT messages and materials, including more than 2,500 posters to promote TAT's Harriet Tubman award.
- Engages leadership, leverages multiple streams of support within the company and engages external organizations to support



TAT. In 2011, TA encouraged other companies to become early adopters. President and COO Barry Richards recorded a specialized message to include at the beginning of TAT's training video for all TA employees, emphasizing the organization's passion in combating this crime.

“Human trafficking is a prevalent issue, and we can't just sit back when the opportunity to help combat this crime is at our fingertips,” said Richards, also a TAT board member. “With a captive audience of millions of drivers on our properties and thousands of employees across the nation, we knew we could make a difference, so we did. And we will continue to do so. I'd like to thank Kendis and Truckers Against Trafficking for this honor and for leading the charge to transform our industry.”



## TAT Champion Award in the Association Category: Mississippi Trucking Association

Commended for the passion and commitment of leadership and members to do whatever they could to fight human trafficking, the Mississippi Trucking Association (MTA) received the 2020 TAT Champion Award in the Association Category.

Describing some of MTA's efforts, TAT Executive Director Kendis Paris detailed:

- Engaging TAT to speak at the MTA annual conference to educate its members about human trafficking and partnering with TAT
- Encouraging member companies to join the fight against human trafficking by partnering with TAT and becoming TAT Trained
- Hosting multiple Coalition Builds (CBs) in Mississippi, ensuring state and local law enforcement see trucking as a partner in the fight against human trafficking
- Serving on the statewide anti-human trafficking task force, gaining additional pathways for TAT's law enforcement video to make its way into the hands of officers
- Being the first state trucking association to bring in the Freedom Drivers Project for Mississippi's State Fair and providing a volunteer base to educate the state's citizenry about human trafficking
- Providing trucks for undercover operations with law enforcement
- Being a Silver Level corporate sponsor for multiple years

Hal Miller, MTA president, said, "MTA member companies have trained almost 10,000 trucking industry employees in conjunction with TAT. These trained employees are acting as a watchdog on the American highways to combat this horrific crime."

## TAT Champion Award winner in State Agency Category: Michigan State Police

Major Mike Krumm received the TAT Champion Award in the State Agency category on behalf of the Michigan State Police (MSP) Commercial Vehicle Enforcement Division (CVED). The award was presented by TAT Deputy Director Kylla Lanier during the opening ceremonies of the Commercial Vehicle Safety Alliance virtual fall conference.

In presenting the award, Lanier labeled the MSP CVED "a stellar example" of what it means to be a TAT Champion. "After hearing TAT's executive director speak at the Motor Vehicle Criminal Interdiction conference several years ago, Major Krumm set to work adopting all the elements of the Iowa MVE Model in the state of Michigan, becoming the second state to achieve full implementation," she related. "Major Krumm and his officers consistently visit trucking companies and other organizations/agencies with the TAT message. In 2016, they even presented to the Office of the Michigan Secretary of State, which led that office to display TAT posters, raising further awareness about human trafficking. Most recently, Officer Nathan Daughtery has taken a strong role of furthering TAT's message to the bus industry in Michigan with our Busing on the Lookout training materials."

MSP CVED collect data on their interdiction and inspection stops that turn into trafficking cases, and always follow up on tips from concerned citizens and truck drivers. They have been leaders on their regional initiative to combat human trafficking by helping to create,



Speaking about the three CBs MTA hosted, he commented, "I sincerely hope the events had as huge an impact on all the other attendees as they did on me ... the real impact for me was the paradigm shift after hearing the survivor's testimony. That story needs to be heard by as many as possible. It truly brings a whole new level of empathy and understanding that will motivate many more to support the efforts of TAT to combat trafficking."

Paris remarked, "This year, in the Association category, the MTA won hands down. They are inspiring and amazing, and it's a privilege and honor to present them with this award. Their efforts are translating into saved lives."

coordinate and participate in a Quad-State detail with their colleagues from Ohio State Highway Patrol, Illinois State Police and Indiana State Police. During the month of January, National Human Trafficking Awareness Month in the United States, these four state law enforcement groups work to raise awareness about human trafficking by blanketing the commercial vehicle industries in their state with TAT materials, presentations, etc.



MSP CVED has made training their officers on human trafficking a priority, and they work to encourage other state agencies throughout the United States to work with TAT, recognizing that a coordinated and unified effort provides the best chance of crippling human traffickers' networks.

"The Michigan State Police is excited to be recognized as a TAT Champion Award winner for the year 2020! We are grateful for the partnership we have developed with TAT over the past six years, as together we fight the horrific crime of human trafficking," Major Krumm stated.



# Work with law enforcement advances partnerships, results in successful outcomes

The work of Truckers Against Trafficking (TAT) with law enforcement is fundamental to achieving success in the fight against human trafficking. Law enforcement's knowledge of and involvement in TAT programs is an essential component to achieving greater arrest rates of traffickers and the recovery of more victims. Whether through training and materials we provide or strategic initiatives we ask law enforcement to implement, TAT's partnership with these officers not only forges trust but aids in more effective interactions between law enforcement and transportation members, like the trucking and the bus industries, as they work together to close loopholes to traffickers.

In 2020, Florida provided a prime example of the ways law enforcement can accelerate awareness and training in a state. After TAT



worked with the Florida Highway Patrol, the Florida Department of Highway Safety and Motor Vehicles and the Florida Office of the Attorney General through the Iowa MVE Model initiative and the Coalition Build Program to strategize and supply materials, Florida launched their Highway Heroes program in October. The Highway Heroes program sent out a TAT wallet card and a letter encouraging TAT training to the 500,000 CDL holders in the state of Florida. They also launched a website with a link to the Certified TAT program and released a PSA about the program referencing TAT materials. Florida's Department of Education required every school bus driver in the state to take TAT's Busing on the Lookout (BOTL) training. And, at the end of November, letters were sent to 22,610 Florida-based interstate carriers asking them to train. Florida also moved from implementing one of the seven elements of the Iowa MVE model to four completed elements, with the remaining three promised post-COVID.

## LE Trainings

While COVID put a stop to the majority of in-person law enforcement trainings planned for the year, TAT conducted 15 in-depth law enforcement trainings in six states (Louisiana, Arkansas, Mississippi, Oklahoma, New Mexico and Wyoming) to 308 officers and 16 agencies.

As a result of the Wyoming Highway Patrol trainings in September, law enforcement introduced Busing on the Lookout (BOTL) training to bus companies in Wyoming. TAT conducted a training for WYDOT's Driver Services (examinations and CDL issuance/renewal)



*Members of the Bossier, Louisiana Sheriff's Department listened intently during the TAT law enforcement training.*

supervisors, and also received an invitation to present to the Idaho Transportation Department to begin conversations around implementation of the Iowa MVE Model in full. Although Idaho State Police inquired about in-depth LE training, they will postpone until states allow in-person trainings. Following the New Mexico State Police trainings, TAT received an invitation back to New Mexico to conduct additional trainings within that agency.



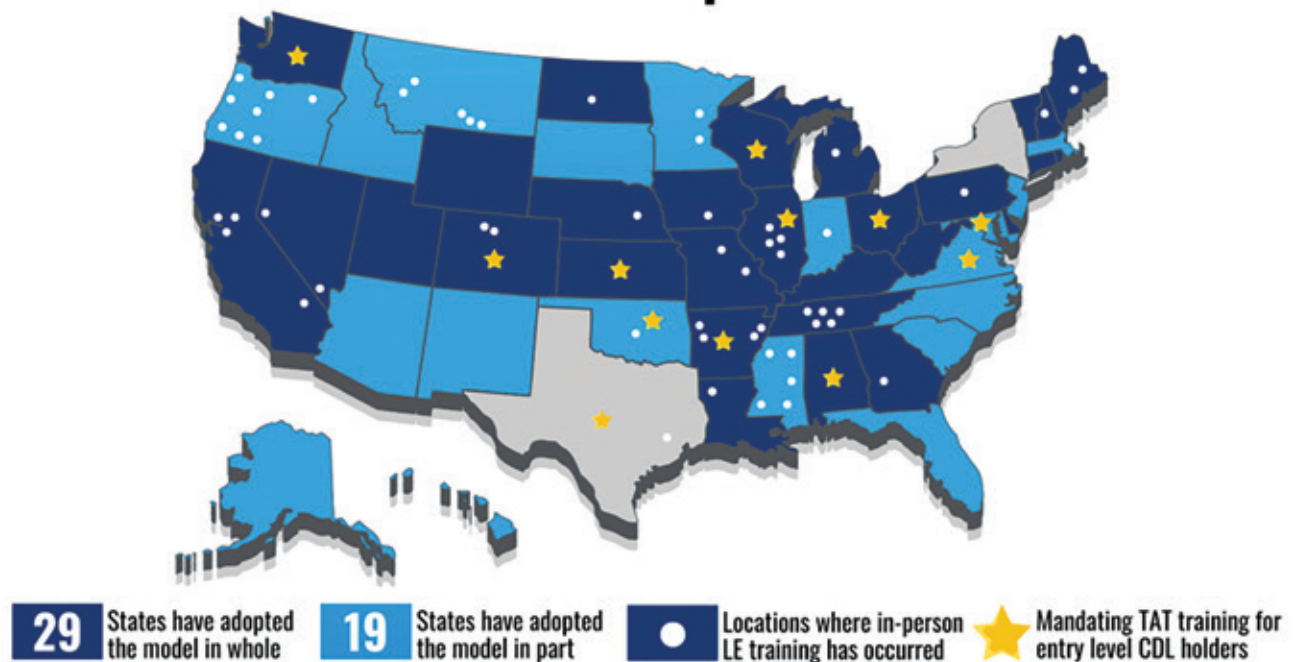
*TAT Training Specialist and Survivor-Advocate Annika Huff trains law enforcement from a survivor's perspective.*





*TAT Deputy Director Kylla Lanier trained members of the Bossier, Louisiana Sheriff's Department.*

## Iowa MVE Model Implementation



### Iowa MVE

Both the critical law enforcement conferences TAT participates in and its crucial partnerships with federal agencies and national associations, such as the United States Department of Transportation, the Federal Motor Carriers Safety Administration, the American Association of Motor Vehicle Administrators, etc., have increased implementation of its Iowa MVE Model at remarkable rates.

Currently, 48 states are implementing the model (29 full; 19 partial). Four law enforcement trainings TAT conducted in Arkansas in January resulted in the fulfillment of the remaining elements of the Iowa MVE model, bringing them to full implementation and making them the twenty-ninth state to achieve this status. Both the Mississippi Drivers Services and the Idaho Transportation Department began distributing TAT and BOTL wallet cards with CDL issuance and renewal, moving both of those states forward toward full implementation.



## Justice Seekers

While TAT believes law enforcement training is most effective in-person, where back and forth discussion is generated, COVID-19 forced a digital pivot for everyone. In June, TAT launched Justice Seekers, a one-hour, monthly series for prosecutors and members of law enforcement, which featured expert panelists covering a variety of topics. This series was designed to deepen the understanding about victims of human trafficking, give practical steps on how to engage with them, present best practices for undercover operations and share case studies of human trafficking investigations.



TAT conducted seven events, training 1278 officers. Topics ranged from undercover human trafficking ops, human trafficking investigations, employing a victim-centered approach and bridging the gap with victims to rules of the game, the dos and don'ts of working with victims and types of traffickers and sex trafficking. Before travel resumes in 2021, TAT plans on conducting an additional four Justice Seekers sessions.

Feedback from officers on the series was positive with comments that included:

- “Just wanted to say thank you. You guys rocked this! Would love to have this presentation back in Minnesota!” *Bobbi Jo Pazdernik, Minnesota Bureau for Criminal Apprehension, Commander of the Minnesota Human Trafficking Investigators Task Force*
- “Another GREAT presentation by TAT! Very informative about the different tactics being used by law enforcement agencies around the country. It sounds like ‘buying in’ to the victim-centered approach is critical to the success of human trafficking law enforcement operations ... also having all your bases covered, such as how are you going to deal with buyers, the traffickers and, most importantly, the victims, when planning and executing the operation.” *Kimberly Hill, Indiana State Police*
- “Thanks so much for putting together these expert panel sessions under the Justice Seekers banner! I believe it is very important we continue our educational efforts even during these challenging COVID-19 times. The traffickers aren’t slowing down, and we cannot afford to either! I found each panel session to be chock full of information and advice from a variety of well-respected survivor leaders and investigators. There is no doubt that audience members in attendance were able to cultivate a ton of tips and tricks from the detailed case information and investigative experiences presented by the various panel members. I will continue to recommend the training series to my law enforcement partners and friends in prosecutorial positions.” *Detective Derrick Wilczek, Overland Police Department*

Following the law enforcement trainings conducted in Mississippi in February and the Rules of the Game Justice Seekers training, Mississippi launched a statewide operation to combat trafficking through their state Department of Transportation. TAT also began conversations with the Mississippi Department of Public Safety about the last two elements of the Iowa MVE Model.



## Commercial Vehicle Safety Alliance

In September, the Human Trafficking Enforcement Committee of the Commercial Vehicle Safety Alliance (CVSA) held its inaugural meeting with 162 officers attending from across the United States, Mexico and Canada. This program seeks to reduce human trafficking throughout North America through coordinated enforcement and investigative and educational awareness measures within the commercial motor vehicle industry. For TAT, the formation of this committee is extremely significant, as it formalizes and institutionalizes TAT's state agency initiatives, most specifically the Iowa MVE Model, within CVSA's governing infrastructure.

The goals for the committee were laid out to include:

- Iowa MVE Model adoption for all 50 states
- Adapted models created and implemented throughout Mexico and Canada
- An increase of undercover human trafficking operations throughout the US
- An official day or week in National Human Trafficking Awareness month wherein the CVSA sponsors full member participation for all states or provinces in conducting anti-trafficking, commercial vehicle outreach
- Outreach to the Top 100 trucking and bus companies

While this was a first overview program meeting, the committee is being formed that will vote on working groups and lead the entire organization from there. As a result of this first meeting, TAT is working with Mexico's Secretariat of Communications and Transportation and the USDOT on an adaptation of the Iowa MVE Model for Mexico and moving anti-trafficking work forward with our partners at Consejo Ciudadano and their TAT replication model, Guardianes del Asfalto.



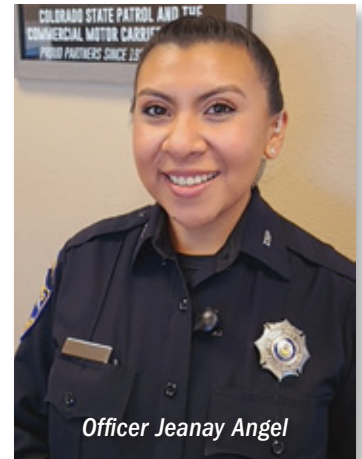
## Officers put law enforcement training into practice

Previous in-depth law enforcement trainings in different states led to the following success stories occurring in 2020:

### TAT IN ACTION

In June 2020, an 18-wheeler rolled over the scale in front of Colorado State Patrol Port of Entry Officer (POE) Angel, when she noticed that the passenger in the truck looked significantly younger than the driver. Having recently completed the Truckers Against Trafficking (TAT) in-depth law enforcement human trafficking training, Angel took this as a suspicious sign and pulled the truck in to verify passenger authorization required by the Federal Motor Carriers Safety Administration and to talk to both. The driver, who came into the office, had the necessary authorization and stated that the girl, who was almost 30 years younger, was his girlfriend of a few months. Angel asked if she could talk to the girl and was given permission. The girl, who was covered in tattoos, stated she was an out-of-work model, was broke and had cut all her own hair off, because she was depressed following her dog's death. Angel asked her several times if she was okay, felt safe and wanted help, and the girl declined to give a clear answer.

The IDs of both the driver and passenger were clean in Colorado's law enforcement database, so Angel told them they could go. The driver brought up human trafficking and said he thought it was a theory and scam, that he had a party bus in Oklahoma and had never been in trouble. After they left, Angel still felt "none of it felt or sounded right," so she ran their IDs through a national database and found an outstanding arrest warrant from Oklahoma on the driver for child sexual abuse. She called Wyoming troopers, since that's where the truck was headed, and then alerted TAT. TAT confirmed the arrest warrant in Oklahoma and also spoke with Wyoming Highway Patrol, who stopped the truck, arrested the driver and worked with Oklahoma to extradite him. Using a victim-centered approach, the Wyoming State Patrol provided the girl with services, and while she said the driver hadn't harmed her, both TAT Deputy Director Kylla Lanier, who provides law enforcement training, as well as members of law enforcement involved in the case, believe the girl was being groomed for trafficking. Lanier counseled the girl regarding warning signs and future involvement with "her boyfriend." POE Officer Angel credits TAT training for knowing what she was looking at and what to do.



Officer Jeanay Angel

### HEARD TAT IN ACTION #1

On a routine traffic stop in Illinois, a 10-year-old boy was taken into protective custody and a middle-aged man was arrested for sexual assault. Through personal experience and training he received via the TAT law enforcement training, Illinois State Police (ISP) Trooper Zach Heard was able to legally build a case for prosecution. "TAT's law enforcement training pulls the curtain back on a reclusive black market, with insight and details that can only be provided by survivors of the industry," he stated.

### HEARD TAT IN ACTION #2

In 2019, Trooper Heard was involved in another interdiction involving trafficking where TAT training came into play. He pulled over a pickup on a traffic violation with a male driver and a female passenger. The passenger appeared trying to make herself small, as if she were distancing herself from the truck and driver. During his conversation with the driver, Trooper Heard noticed some drug paraphernalia and proceeded to search the vehicle, where he discovered a large quantity of narcotics. He called in the narcotics detectives, who took over the arrest and the search and confiscation of the vehicle.

Trooper Heard then spoke with the adult female, who had a large tattoo in Spanish covering her forearm. While Trooper Heard spoke Spanish, he discovered the victim did not. She tried to explain away the tattoo with a convoluted explanation, which led Trooper Heard to suspect human trafficking. He continued to speak with her in a very non-judgmental way, using a victim-centered approach and offering to help her and connect her with resources. While she broke down crying a couple times, she refused services.

Trooper Heard offered her a ride somewhere. She asked to go to an ATM and then to a hotel for the night before figuring out her way home. He continued to talk with her, expressing concern and offering services. They exchanged numbers, and he told her to call if she needed anything or wanted to testify against the driver she'd been with.

TAT Deputy Director Kylla Lanier said Trooper Heard called TAT a couple days later saying he believed the woman was very close to accepting help and "wondered if we could speak with her." Lanier asked Trooper Heard to call this young woman back and ask her if she would be willing to have her number shared with Annika Huff, TAT training specialist and survivor-advocate. "Not only did she answer the phone when Trooper Heard called, revealing that he'd established rapport and trust," related Lanier, "but she agreed to speak with Annika once he explained who she was. Annika and the young woman talked, and, at the conclusion of the call, she asked Annika to identify resource providers in her home state. Annika was able to do that, and they had another conversation when she passed on the service providers in that area."



Trooper Zachary Heard



## TAT in Action

A truck driver contacted the National Human Trafficking Hotline (NHTH) after observing multiple minors being dropped off at a truck stop and entering trucks. Hotline staff contacted local dispatch, Child Protective Services and law enforcement contacts, who indicated they would investigate.

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## TAT in Action

A truck driver contacted the National Human Trafficking Hotline (NHTH) after being approached by a minor potential victim to engage in commercial sex. The driver gave the minor food and some money, and asked if she needed help. The minor indicated she did not need help. The driver then observed the minor approach the potential trafficker, who pointed the minor in the direction of other trucks parked in the lot. The truck driver noted that the minor appeared to be afraid of the potential trafficker. Since the truck driver was still at the location, the hotline asked the driver to call 911 to see if they could send an officer to the location while the minor was still there. The driver confirmed with the hotline that law enforcement was going to send an officer. The hotline then followed up with reports to their law enforcement contacts and Child Protective Services.

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## Coalition Builds successfully maneuver Covid environment and draw larger audiences than ever



*TAT Training Specialist Louie Greek presented to a breakout session of casino and gaming participants at the Biloxi, Mississippi Coalition Build.*

TAT's Coalition Build (CB) program acts as a catalyst to enable strategic engagement in the fight against human trafficking. These half-day trainings bring together influential groups of individuals from industry, government and law enforcement at the local, state and national levels to create essential public-private partnerships and pathways which build trust, leverage networks and shut down loopholes traffickers may be exploiting.

### Coalition Builds

This year, adjusting to the digital environment:

- TAT conducted six CBs, training over 540 individuals in Mississippi, D.C., Pennsylvania, Alabama, New Mexico and one nationwide bus/casino briefing. The New Mexico CB was energy focused, and results can be read on pages 22-23 with the full Empower Freedom report.
- Five CBs are either scheduled or being planned for 2021 as a result of relationships formed at CBs in 2020.
- At least 1,045 members of the trucking industry have been or will become TAT trained as a result of 2020 CBs.
- CBs produced seven new local law enforcement agency partners who are either using TAT's law enforcement training video or

distributing TAT materials to industry members. One example is the Whitehall Police Department in Pennsylvania. They trained 20 officers with the law enforcement video, are distributing materials at their one checkpoint for tractor trailers and have encouraged training with the TAT law enforcement video to 22 Motor Carrier Safety Assistance Program (MCSAP) partner law enforcement agencies.

Future opportunities for TAT which were developed through CBs, include:

- The American Public Transportation Association agreed to host a human trafficking awareness webinar with BOTL in late 2021.
- Union Station committed to hosting a series of in-person trainings with BOTL for management and front-line staff.
- Prince George Human Trafficking Task Force asked TAT to present at their human trafficking conference in January 2021.
- Haliburton is interested in a virtual Freedom Drivers Project tour.

After attending a CB, K. Tony Korol-Evans, Ph.D., a statewide trainer for the Maryland Network Against Domestic Violence,

said, “We need more innovative approaches like TAT to identify and respond to human trafficking, intimate partner violence and sexual assault. Finding new ways to partner with stakeholders who might come in contact with the victims of these crimes would help prevent continued abuse.”

“We often don’t think about everything and everyone that comes with trafficking,” stated Hannah Gerlach from Caerus Oil and Gas. “This was such an eye opener to understanding what needs to be thought through and how we can make an effective impact in all areas.”



*At the Biloxi, Mississippi Coalition Build in January (L to R) Hal Miller, MTA president, Esther Goetsch, TAT CB director, Sandy Middleton, executive director for The Center for Violence Prevention and Steve Boudreaux, MTA Safety, Compliance and Membership director, gathered for a photo.*

### Truck stop/Travel plaza training

Due to the importance of truck stop and travel plaza owners, managers and employees in the fight against human trafficking, TAT provided a free, one-hour, online training designed especially for them. Conducted by TAT Training Specialists Louie Greek and Annika Huff, this virtual training focused on dispelling myths of human trafficking; intersections between the truck stop/travel plaza industry and human trafficking; a human trafficking survivor presentation by Annika Huff, a survivor-advocate; how to take a victim-centered approach; and action steps for being part of the solution.

The training drew 92 participants from seven different truck stop/travel plaza companies nationwide. One hundred percent of the par-

ticipants who completed a survey on the training felt better prepared to recognize and report human trafficking after the training. Four regionally focused virtual truck stop trainings are planned for 2021.

“I want to thank you for the excellent presentation ... You both had very important information to share that provides practical advice on how to be involved. Thank you, and God bless you in the work you do,” shared Bruce Maxwell from Trucker Traveler Ministry. “Traffickers and customers (commercial sex buyers) need to know their business activities are illegal, not morally acceptable, and people are watching. And victims need to know there is a way out, with an army of compassionate people to embrace them and provide help, hope and healing.”



## Task Force Project

CB staff also worked on building strategic public-private partnerships through the nation's statewide and regional task forces. In all, they contacted 71 regional task forces and 11 state task forces and were able to present at six task force meetings on TAT programs and implementation. The Idaho Anti-Trafficking Coalition co-presented with TAT at the Idaho Transportation Department's Transportation Summit in October 2020. Two task forces requested TAT present at their virtual events in January 2021 for National Human Trafficking Awareness month, with two additional speaking opportunities pending.

Kevin Zielinski, Idaho Anti-Trafficking Coalition program manager, shared, "We will look for other ways in which we can train together once we start to do more public training. Any DVDs for law enforcement training and addressing demand would be greatly appreciated. As our volunteer program gains momentum, we can work with our volunteer coordinator regarding visiting truck stops and bus stops as well."

Twelve human trafficking task forces received printed or digital materials to distribute to local community and government members. The Fresno Coalition Against Human Trafficking distributed TAT materials at their foodbanks and homeless shelters and made the materials available at their two office locations. Nine task forces are interested in future truck stop outreach opportunities in 2021.

After hearing TAT present to the Tampa Bay Human Trafficking Task Force, one of Uber's law enforcement liaisons used her influence to promote TAT and convinced Uber Freight USA and Uber Freight Canada to launch an awareness and training campaign with all drivers in January and February 2021 in conjunction with National Human Trafficking Awareness Month (US) and Human Trafficking Awareness Day (Canada).

Also, as a result of connections with the Tampa Bay Human Trafficking Task Force, 448 Hillsborough Area Regional Transit employees received BOTL training. In Alaska, the Anchorage School District received BOTL training through an introduction from an assistant attorney general in Alaska, who is responsible for anti-trafficking efforts in the state. The Northern Colorado Human Trafficking Committee met with the mayor of Fort Collins to encourage city transit employees to train with BOTL and the Fort Collins Chief of Police to implement TAT's law enforcement training video.

"I do want to say that Truckers Against Trafficking has an excellent reputation in Colorado," stated Mona Klein of the Pueblo Alliance to Combat Human Trafficking. "I have attended several meetings recently where the work you are doing has been praised. We certainly appreciate your support!"

Through these task force connections, TAT's law enforcement video received widespread distribution:



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# COALITION MEETING

July 15th, 2020 10:00 – 11:30 AM  
Zoom Webinar

Register online at:  
<https://forms.gle/pLRv2mS47G19bR647>



with guest speaker  
**Louie Greek**

- Through the Maryland task force, the Baltimore Police Department distributed the TAT law enforcement video to other agencies and will pass out materials to truck stops and bus companies.
- The Alliance to Combat Human Trafficking in Pueblo, Colorado distributed the law enforcement video to the Pueblo Police and Sheriff's Department.
- The Idaho Anti-Trafficking Coalition distributed and encouraged the Boise Police Department to watch the law enforcement video and is presenting to law enforcement eight times with the Idaho Sheriff's department, sharing the law enforcement video during those presentations.
- After attending the Central California Valley Human Trafficking Task Force meeting and hearing TAT's presentation, Las Vegas Fire and Rescue distributed the law enforcement video to local police and among fire fighters and EMS.

The Northeastern Colorado Human Trafficking Committee distributed TAT's Addressing Demand video to two men's groups in Colorado. The Idaho Anti-Trafficking Coalition shared the Addressing Demand video at faith-based events and presentations and asked TAT to join an upcoming virtual event to talk more about the Man-to-Man Campaign.

Sarah Jensen Travis, New England Coalition Against Trafficking program coordinator, declared, "I love the work you all have been doing the last decade; you are a vital player in counter-human trafficking work."

## Busing on the Lookout surpasses 100,000 trained



(L to R) BOTL Specialist Lexi Higgins and BOTL Director Annie Sovcik manned a booth at the United Motorcoach Association's (UMA) EXPO in Nashville, Tennessee in January. The UMA donated the space to BOTL.

Despite extraordinary obstacles, as COVID-19 caused school closures and wreaked havoc on group travel and tourism, the bus industry remained committed to combating human trafficking and caring for people. School bus drivers in many districts around the country delivered lunches to home-bound students, continuing to prove themselves essential to the welfare of the young.

As TAT's Busing on the Lookout (BOTL) program concluded its third year, 117,641 members of the bus industry, including 77,683 school bus drivers, have registered as trained. In 2020, BOTL continued to work with partners in 45 states in the motorcoach, transit and school bus industries and expanded its reach to include the gaming industry with new training resources for casinos. Either in person or online, BOTL staff presented or exhibited 19 times to more than 1,000 attendees.

Brendan Shannon, Human Resources director for Metropolitan Transit System (MTS) in San Diego, shared, "The training videos, advice and other materials BOTL has provided MTS have been incredibly valuable. Trainees commonly cite the BOTL video as the most memorable and impactful part of the training experience."

"Our agency is also working with a local non-profit to receive training related to domestic violence," said Marcela Moreno, Transit Projects coordinator, Transportation Department, City of Asheville, North Carolina. "The BOTL training was wonderful in that it started conversations at our agency on how operators could be best equipped to respond to issues faced by our community."

### School Bus

BOTL highlights with school bus training include:

- Tennessee completed BOTL training for all 15,000 school bus drivers statewide, and Kentucky began statewide training,

completing it for three quarters of its 14,000 drivers during 2020.

- Arkansas and Tennessee added BOTL training to their statewide online learning systems for school bus drivers.
- Florida and Michigan committed to incorporating BOTL training as part of their statewide school bus curriculum in coming school years.
- South Carolina's and Delaware's Departments of Education approved BOTL for district in-service training offerings in their states.
- Anchorage School District, the largest in Alaska, began training all school bus drivers district-wide.

"This course has empowered almost 15,000 school bus and day-care front-line workers to help Tennessee's most valuable resource at what could be their most vulnerable time," offered Tennessee Highway Patrol Lieutenant Ray Robinson, director of Commercial Vehicle Enforcement/Pupil Transportation. "The course had excellent reviews throughout Tennessee. The most telling of all reviews are the school districts who have made this training part of their local curriculum."

Elisa Hanley, branch manager of Pupil Transportation at the Kentucky Department of Education, said, "This training is important, because our drivers are the first people to see these students in the morning and the last to see them in the afternoon. Unlike many of the school staff, bus drivers know the living conditions of so many students. They know when something doesn't look right, and they know who belongs at the bus stops. As mandated reporters for the state, it's important for them to know and understand what to look for. Human trafficking is happening in our state, just like every other state in the nation. These drivers may see something and may just save a life in a way they never thought of."





As part of its annual conference and tradeshow in February, the Southwest Transit Association hosted TAT's Freedom Drivers Project (FDP), and a team from SporTran, the Shreveport transit system, volunteered at the BOTL booth. Over 100 attendees toured the FDP.

## Casinos

Using recently completed training resources for casinos and the bus industry, BOTL achieved the following:

- Partnered with the American Bus Association to host the virtual briefing, "Combating Human Trafficking on Buses and at Casinos" and partnered with the National Indian Gaming Commission to host the webinar, "Tribal Casinos Combating Human Trafficking." A total of 426 representatives from casinos, bus companies, law enforcement, state agencies, tribal governments and NGOs registered for these sessions.
- Launched a new online training, *Casinos Combating Human Trafficking*, and began distributing a new casino-specific wallet card to serve as a primary training resource for frontline casino staff and a supplementary resource for bus companies providing casino transportation.
- Divisions of gaming or Attorneys Generals' offices in 10 states and gaming associations in five states are helping to distribute BOTL's casino materials.
- Received recognition by the U.S. Department of Transportation as a top innovator in transportation's role in fighting to end human trafficking for its initiative to close loopholes to traffickers at the intersection between buses and casinos.

## BOTL in Action San Diego, California



Not long after the San Diego Metropolitan Transit System (MTS) rolled out its anti-human trafficking program, which included the Busing on the Lookout (BOTL) video, and trained 1,650 MTS employees, MTS security personnel took actions that resulted in the identification and arrest of a suspected trafficker.

After observing a man at one of their transit centers acting aggressively toward a young woman who was clearly uncomfortable with his actions, an MTS compliance officer notified dispatch, took a photo, flagged him on their security camera system, and followed him outside to his car, where the MTS officer was able to record the man's license plate number. When the same man later returned to the transit center and was seen approaching other young women, MTS officers stopped him to ask for his transit fare, which he did not have. The MTS officers shared their suspicions and evidence with the San Diego Human Trafficking Task Force, which coordinated with other law enforcement agencies in California. The investigation culminated in the arrest of the man at a motel near Los Angeles, where he and an accomplice were holding a young woman against her will.





# BOTL POSTERS IN ACTION



*In 2019, BOTL started a poster campaign, with the first posters going up in Las Vegas. This year, other locations were added to the campaign, including Union Station in D.C., Mason, Washington, and Harrisburg and Lancaster, Pennsylvania.*

## Victim-Centered Posters

Last year, BOTL began a poster campaign with Vector Media and the bus industry. Posters went up in Las Vegas. This year, the campaign expanded with the following:

- Early in the year, Union Station in Washington DC, one of the busiest bus stations in the United States, began running a floor-to-ceiling digital victim-centered BOTL poster in its bus parking facility area visible to all bus passengers.
- Vector Media donated ad space for a victim-centered campaign that placed BOTL posters in English and Spanish in 117 transit buses in Harrisburg and Lancaster, Pennsylvania.
- Mason Transit Authority in Shelton, Washington launched a victim-centered poster campaign at its transit center, where BOTL posters have been prominently displayed for over a year on digital monitors and will remain indefinitely.

“We’ve had all our bus drivers participate in the BOTL training,” declared Lisa Davis, Safety and Training supervisor for Mason Transit Authority, “and for each new bus driver we hire, BOTL is integrated in their initial training. BOTL hit home for many of our drivers, and they expressed how helpful the bus training video was to them, along with the wallet card they each received.”



## Barred from travel, the Freedom Drivers Project became instantly available online

The Freedom Drivers Project started 2020 at its usual fast pace, charging down the road from event to event. From January through March, the traveling museum covered 10,856 miles, with \$33,726 donated in hauls by Quality Carriers, UPS, Total Transportation of Mississippi, Schneider, Pahoa Express and Walmart.

However, at the end of March, with in-person gatherings curtailed nationwide, the FDP had to put the brakes on actual travels and make a digital pivot, creating an inviting learning environment online for its multiple audiences, similar to schools, museums and other educational outlets.

In person or online, the exhibit participated in 29 events in 2020 with 3,435 drivers, office staff and CEOs equipped and empowered by touring or viewing it. Over 100 volunteers from 15 companies gave 443 hours of their time at FDP events. Those volunteers came

from UPS Small Pack, UPS Freight, Junior League of New Orleans, Southwest Transit Association, Chevron and TravelCenters of America.

Those who tour the FDP for the first time, either virtually or in person, continue to express astonishment and horror as to the size and shocking effects of the crime of human trafficking; encouragement and inspiration that drivers or members of the industry can make a direct impact on the lives of victims; and a desire and motivation for more people to be educated and equipped to respond to trafficking. Survey results demonstrate that responders found the FDP to be extremely impactful, and almost 90 percent said the exhibit made them think differently about trafficking. Eighty-nine percent of respondents stated that after touring the FDP, they wanted to share the information with others.





*A UPS SMARThub employee takes a closer look at the Pull Factor artifact stories.*

## Corporate Events

The FDP completed 10 corporate events prior to the shutdown and seven following, with 2,880 touring in person or virtually. These included the Energy Empowers Freedom events in January, which drew participants from Gulf Winds International and its foundation More than the Move, the Port of Houston, Chevron, Total, NOV, Seadrill, Exterran, Shell, Marathon and Weatherford. Other in-person corporate events were held at the UPS SMARThub in Atlanta, the Omnitracs and RedHat Dallas event, and the TA Petro 2020 Leadership Expo in Sandusky, Ohio. UPS launched a steering committee to coordinate their anti-trafficking efforts following the Atlanta event, while 78 TA Petro sites requested more materials after their expo.

“Truck drivers and other transportation professionals operate across state lines and in areas that are more conducive to human trafficking, which positions them to recognize and report these offenses,”

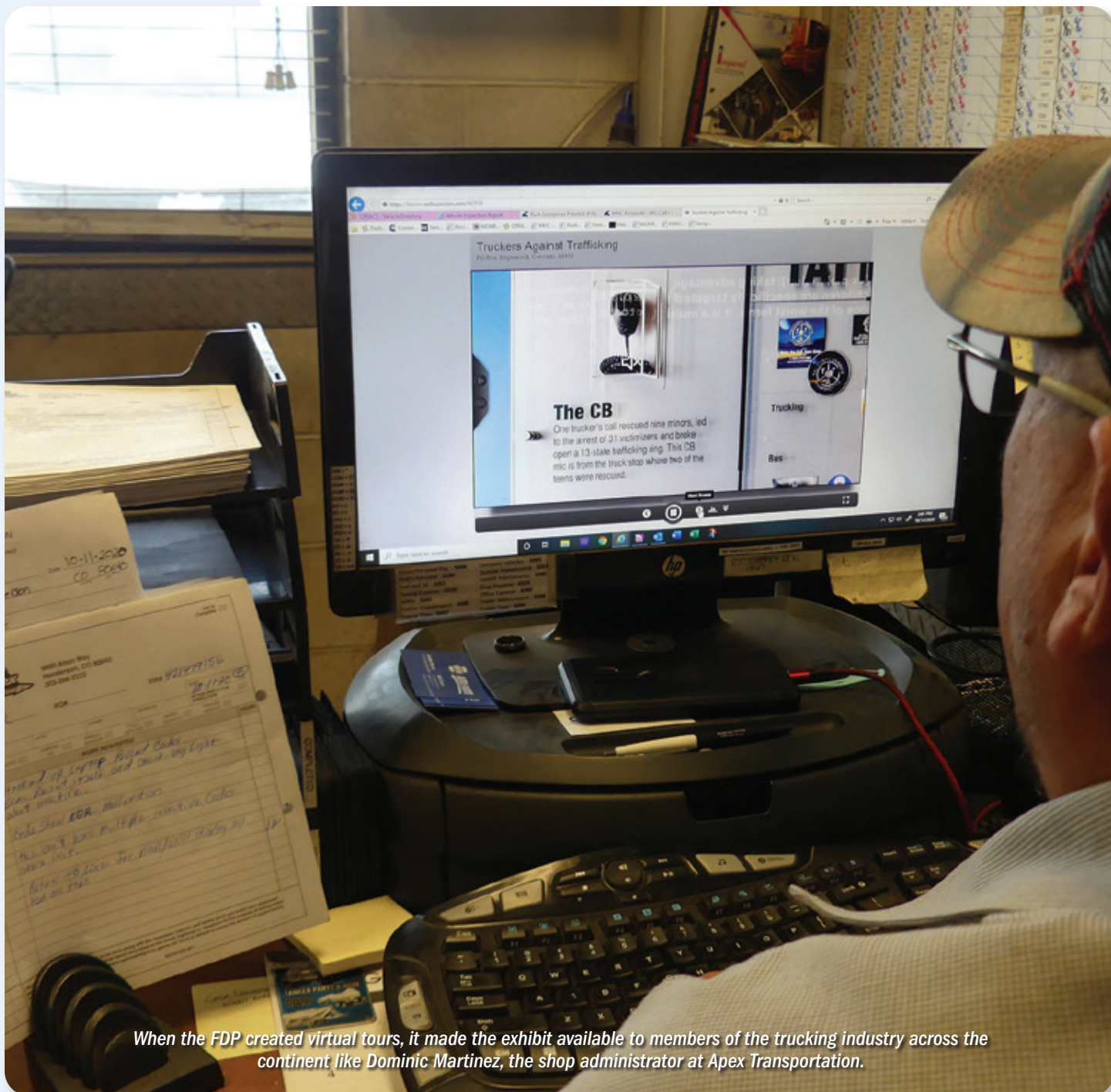
said Ray Greer, Omnitracs CEO. “We are proud to continue our support of Truckers Against Trafficking and to bring more advanced technology to this important initiative.”

Virtual events were provided for UPS Freight in Marietta, Georgia, the UPS SMARThub in Atlanta, the UPS Freight Leadership VIPs in multiple states, Schneider’s National Truck Driver Appreciation Week with viewers across North America, the Melton Trucking tour with viewers in four states, the Walmart Silent Auction in Virginia and the True North Insurance Lunch and Learn event.

## Coalition Build (CB) Events

The FDP participated in five CB events, four of which were virtual, with 150 people viewing the exhibit online. The exhibit attended the Gulfport, Mississippi event in person and was online for the D.C., Pennsylvania, Alabama and New Mexico CBs.





*When the FDP created virtual tours, it made the exhibit available to members of the trucking industry across the continent like Dominic Martinez, the shop administrator at Apex Transportation.*

## Association Events

The FDP attended the Southwest Transit Association Annual Conference in Louisiana and the Michigan Trucking Association's (MTA) Joint Meeting in Michigan in person and provided virtual tours at the American Bus Association Casino/Bus training, the American Trucking Associations Management Conference and Exhibition and the National Indian Gaming Commission webinar. Two hundred and thirty-seven people toured or viewed the exhibit at these events.

In his presentation at the MTA's Joint Safety and Equipment Council Meeting, Michigan State Police Officer Nathan Daugherty,

speaking about the FDP and TAT, said, "This training will hands down be the most important training you do in the trucking industry. I'd rather go to the same location 1,005 times for that one time where we can recover a victim. Please make the call even if you're not sure."

## Community and Trade Show Events

The FDP attended the Junior League of New Orleans Takes the Wheel event, prior to the Covid-19 shutdown, where 168 toured, and the KeHe Summer Trade Show, during Covid, where 200 toured virtually.

# Collaboration conquers pandemic roadblocks by activating supply chain for social good

As the pandemic broke across the nation in the first months of the year and shelves at a variety of stores emptied of needed supplies and foodstuffs, with Americans preparing for a shutdown of unknown duration, carriers of groceries, paper supplies, personal protective equipment and thousands of other items became even more essential to maintaining some semblance of life, safety and security as we know it in America. Shippers, as well, felt pressure to supply the goods Americans needed ... oftentimes, right to our doors.

In the midst of this national emergency, a number of shippers concluded that joining the fight against human trafficking was as essential an activity for them as supplying and moving their goods. TAT's Shipping Partner Program (SPP) staff presented at 13 events, eight of which were virtual, to 921 audience members. As a result of SPP interactions, 369 carriers received exposure to TAT in 2020, and the following organizations joined TAT's Shipping Partners Program (SPP):

## Toyota

As a new shipping partner, Toyota Motor North America:

- Trained its more than 110 employees in the Toyota Transport private fleet with TAT materials and outfitted their trucks with the TAT window decal.
- Surveyed carrier partners to inquire about their participation in the TAT program and their use of TAT materials (such as the wallet card and decal).
- Recommended to their carrier partners that they become involved with the TAT effort, using their quarterly service reviews to engage in this discussion.
- Committed to encouraging non-participating carriers to get connected to TAT.

Through Toyota's discussions with their carrier partners, a top 100 company called TAT and committed to train their private fleet immediately.

"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," said Missy Pearlman, Toyota Logistics Services Vehicle Transportation Operations group manager.



# TOYOTA

## Honda

Honda of America Manufacturing, a manufacturer of automotive vehicles and parts, joined the TAT effort in 2020 and:

- Sought 100 percent of its carriers to be TAT Trained by year end.
- Co-hosted a webinar training with TAT where over 70 professionals from 30 carriers heard the TAT message.
- Aligned its North American Logistics and Sustainability groups to collaborate on this effort.
- Highlighted its work with TAT in a Governance, Risk Management,

Compliance and Ethics email communication sent to all 6,300 associates at Honda of America Manufacturing Inc.

- Plans to include TAT in its Supply Chain Symposium in 2021, offered to over 700 Honda North America Suppliers.
- Will cascade TAT's message through Honda Supply Chain Sustainability to all Honda North America Suppliers in 2021 upon completion of 100-percent carrier participation.





Kristan Longsdorf, Honda Supply Chain Sustainability coordinator and Alissa Yakali, Honda Sustainability manager, spoke about their engagement with TAT as shipping partners:

*Supply Chain Sustainability is a central function engaging directly with our North American supply base on environmental compliance, responsible sourcing, energy management and reduction and overall sustainability at the supplier level. We're fortunate to reside within North American Purchasing, giving us direct access and immeasurable advantages in fostering direct relationships and customer service within our supply chain. Our focus is to not burden our suppliers but elevate them in the realm of sustainability. Our principle is simple: when our supply chain is successful, Honda is successful.*

*Our engagement with the Honda North American Logistics (NAL) team was met with enthusiasm and proficiency. We outlined the purpose, objective and scope and identified no burden nor cost associated with having 100 percent of Honda's carriers TAT Trained. Within a short amount of time, we were engaging with our carriers and providing webinars in collaboration with TAT.*

*One of the great things we discovered is that TAT is ready. It doesn't matter if it's a large-scale organization or a small local company; TAT pro-actively takes the lead, engaging directly with carriers to provide the tools and resources at no cost to the carrier to become TAT Trained. It's evident TAT is willing to go above and beyond in making a measurable impact to combat human traffick-*



Kristan Longsdorf



Alissa Yakali

*ing by saturating the transportation and logistics, energy and oil industries with their message and material.*

*Overall Honda is extremely pleased with our engagement with TAT. We'll be cascading this partnership across our North American supply chain in 2021, sharing Honda's partnership with TAT, Honda's overall experience, the importance of proactively pursuing ways to do social good and how partnering with TAT is an opportunity to put into action whatever Corporate Social Responsibility (CSR) objectives suppliers may have around human rights and responsible sourcing. It's easy and it's free. From a supplier's perspective, those are the kind of initiatives they want to be a part of!*

## LafargeHolcim

LafargeHolcim began working with TAT thanks to the leadership of Kristin Beck, Supply Chain senior vice president and a long-time TAT champion. A few years ago, Beck was instrumental in bringing Dow Chemical on board as a shipping partner when she was director of their North American road logistics. As part of a multi-generational campaign to end human trafficking, LafargeHolcim, the global leader in building solutions:

- Joined DOT Transportation Leaders Against Human Trafficking.
- Became a TAT shipping partner, corporate sponsor and TAT Trained registered company (LH CTL internal fleet).
- Invited TAT to present to Integrated Supply Chain Leadership at its 2020 Supply Chain, Logistics and Terminal Manager's Meeting.
- Proudly displays TAT signage at 103+ owned and operated terminals, as well as corporate office locations.
- Trained all US-based Integrated Supply Chain employees (terminals, logistics, order to cash, supply chain planning) with TAT materials.
- Is asking all valued carriers/vendors to implement TAT training by Q1 2021.
- Promoted the TAT message to industry leaders via various industry conferences and training webinars.
- Collaborates with industry leaders and federal, state and local government on human trafficking education and prevention methods.



# LafargeHolcim

- Is evaluating employee agreements to include immediate termination for participation in human trafficking.

"It's our responsibility, as good people and corporate citizens, to do all we can to protect and support human rights," Beck stated. "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 LafargeHolcim in the US, we believe in a world that keeps people safe, connected and thriving."



## Bristol Myers Squibb

Bristol Myers Squibb (BMS), a global biopharmaceutical company with a commitment to conduct their global business with the utmost integrity and transparency, began working with TAT in 2019. With an expectation for their transportation partners to implement TAT training, they invited Laura Cyrus, director of TAT Corporate Engagement, to lead a global vendor training on human trafficking. Since then, they are tracking vendor participation in human trafficking training to reinforce their expectations.

In January, BMS brought their Sustainability, Corporate Security and Global Supply Chain/Transportation departments together at an event at their New Brunswick facility in support of Human Trafficking Awareness Month. The event highlighted their collaboration with TAT and provided a platform for BMS leaders to discuss the company's long-standing commitment to the protection of human rights, the public commitments they've made in their CSR and Sustainability goals since the mid-1980s and their decade-long commitment to support the UN Global Compact.

BMS employees Kimberly Murphy, an analyst in Corporate Security, and Rebecca Arrunategui, associate director of Logistics Performance Data and BCP Planning, agreed to an interview.

### When was the first time you heard about human trafficking?

Kim: I read about a little girl who was trafficked by her uncle from Colombia to a brothel in Texas. I had no idea that trafficking was happening here in the US. That book stayed in my head for years; it wasn't until I attended a conference and heard Christine Caine from A21 speak about human trafficking that it all started to click together. The hurt I felt for these victims became a passion and purpose for me. As I began researching more on trafficking and the issue in the US, I came across TAT's website.

### Why did BMS decide to become involved with TAT?

Rebecca: I learned last year from Kim that trucking and human trafficking had points of intersection, and as the relationship manager of our transportation partners and the liaison between BMS Logistics and our Sustainability organization, I took immediate action. Within a month, we had a preliminary call with TAT and then a global call with all of our transportation partners.

How does the fact that you are both women in the fields of Transportation and Security play into this initiative, either person-

ally and/or professionally? Rebecca: Knowing the majority of human trafficking victims are women had a profound effect on both of us. And being



primarily male-dominated fields, it allowed us to raise awareness of an extremely important topic to our male colleagues. As this topic has rarely been discussed historically, it gives us great pride to change the dialogue.

### Have you had any feedback from your carriers?

Rebecca: 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.



# Empower Freedom fuels interest in fighting human trafficking

In conjunction with National Human Trafficking Awareness Day and Month, Empower Freedom generated awareness and education at the start of 2020 with the Energy Empowers Freedom Tour of Houston energy companies. TAT staff and the Freedom Drivers Project (FDP) joined a number of anti-human trafficking organizations and the Oil and Gas Trafficking Awareness Group (OGTAG) from Jan. 6-10 at seven different locations. A total of 1,034 people from close to 20 organizations toured the FDP, while 509 people attended one of 10 presentations. In addition to TAT staff, other presenters included OGTAG, Elijah Rising, United Against Human Trafficking, Street Grace and the Houston Area Women's Center. Chevron had the largest turnout of 175 people at its presentation.

Instrumental in the creation and production of the Energy Empowers Freedom Tour, OGTAG is a valuable partner to TAT through its advocacy and support for Empower Freedom, its sharing of TAT resources with the industry and its efforts keeping the issue of human trafficking before the industry.

With OGTAG and the coordinated use of multiple TAT programs, including the FDP and Coalition Builds (CB), Empower Freedom is beginning to build a pipeline of human trafficking training within the energy industry.

- As a corporate sponsor for the creation of the Empower Freedom training video, Crestwood Midstream Partners have launched company-wide training and an anti-trafficking-in-persons policy with a demand-reduction focus.



- A dynamic partner, Precision Pipeline took their involvement further in 2020 by attending Coalition Builds (CB), introducing TAT/Empower Freedom to some of their key contractors (both trucking and energy companies), continuing to train, and implementing a strong anti-trafficking-in-persons policy with a demand-reduction focus. They are also formulating an awareness poster campaign to highlight the tough stance they are taking against human trafficking. Their impact statement on their website provides detail on the anti-trafficking work they continue to do.



- Marathon kicked off the year by hosting the FDP as part of the Energy Empowers Freedom Tour. They attended the Pennsylvania CB and then sponsored/cohosted the New Mexico Coalition Build. They will train their Permian asset team with the Empower Freedom tools in the hopes of rolling it out among other field teams across the country in 2021.



Mary Ellen Weyland, community engagement lead for Marathon Oil, told CB participants that “no industry is immune to trafficking, and this is not an energy-specific issue. But we wanted to use the reach and scale of our companies to bring awareness to an issue that has unfortunately experienced a surge around the country ... Just like we did with safety, and like we’re doing with environmental performance, we know that when we come together as an industry, we can create real, positive change.”

- EOG Resources Inc. became a TAT sponsor and is creating a plan to bring Empower Freedom training to their whole company.



- Following an energy-specific CB targeted to southeast New Mexico in October, the New Mexico Oil and Gas Association committed to sending a one-pager on Empower Freedom to all their members and invited TAT to take part in their 2021 annual meeting. Sponsored by Marathon, the CB drew 70 people from 15 different companies, six of which were new to TAT.



- In July, TAT Director of Energy Operations Ashley Smith spoke to 90 attendees at the ConocoPhillips Bakken Employee Forum on human trafficking, the means trafficking use, the impact of Covid-19 on trafficking and the Empower Freedom training.



Josh DeMorrett, State Government Affairs director at ConocoPhillips, stated, “The Truckers Against Trafficking presentation gave everyone who attended a blunt but important look at the issue of human trafficking. Ensuring human rights for all is an important aspect of our SPIRIT Values of Safety, People, Integrity, Responsibility, Innovation and Teamwork. The issue may be difficult to learn about because of the heinous acts involved, but knowing what to look for and what to respond to is so important. This kind of educational awareness will ensure that human trafficking in all forms comes to an end.”

- PLH Group, a leading, full service power line construction, pipeline construction and specialty contractor serving the electric power line, pipeline, oil field electrical and industrial markets is rolling out Empower Freedom training following a virtual presentation by Smith to the organization’s managers at their Annual Safety Summit in October.



- Oil and gas producer Ovintiv, formerly Encana, began referring its carriers and energy companies for training in the



second half of 2020, putting both TAT and Empower Freedom training platforms to use.

- U.S. Silica, a company which mines, processes and moves industrial minerals, also discovered that both TAT trucking and Empower Freedom training are relevant to their business model. They rolled out TAT training to all of their drivers and are

pushing it with contract carriers. Following completion of this training, they will be implementing the Empower Freedom training.



## Additional Highlights

Whether in person or virtually, 1,079 people heard an Empower Freedom presentation in 2020, with 16,805 wallet cards mailed to companies. Empower Freedom provided a webinar on human trafficking to Ovintiv employees in both the U.S. and Canada, and took part in events including the Total Action! Volunteer Fair, the TC Energy Virtual Safety Week and the Whiting Safety Moment Presentation. These opportunities provided connections as well as occasions for education on human trafficking and action steps attendees could take to fight it, including with their own children.



*Shell General Manager of Marketing and Delivery Fergie Theriault spoke to Houston press and Shell employees about human trafficking and what the energy industry is doing to fight it prior to employees touring the Freedom Drivers Project (FDP).*



*Marathon Oil Chairman, President and CEO Lee Tillman (center right) toured the FDP during the Energy Empowers Freedom Tour in January.*



## Of special note in 2020...



### Digital toolkits enabled training to continue despite a pandemic

TAT created and released a number of digital toolkits to aid trainers, as well as instruct businesses, on resources available to enable them to provide anti-human trafficking training for employees, customers and the community; adopt anti-trafficking-in-persons policies with a demand-reduction focus; and participate in victim-centered public awareness campaigns.

The toolkits define human trafficking, discuss the stages of the crime, provide the intersections these industry sectors have with human trafficking, detail the signs that human trafficking is taking place, as well as give information on the human trafficking hotlines for both Canada and the United States. Additionally, they highlight best practices, offer simple lesson plans and share case studies.

Specific toolkits include a business engagement toolkit, a trucking toolkit, a truck stop toolkit, a transit agency toolkit, a school bus toolkit, an Empower Freedom toolkit for energy and a state agency toolkit.

### Driving Freedom Podcasts cover wide range of topics

To expand its digital resources as it educates, equips, empowers and mobilizes members of the truck, bus and energy industries to combat human trafficking as part of their regular jobs, TAT created a podcast, titled Driving Freedom. These short episodes refresh critical issues learned about human trafficking, so this life-saving information stays top of mind for members of the largest mobile army of eyes and ears out on the roads who are seeking to recognize and report this heinous crime.

Podcast topics in 2020 included the Victim-Centered Approach with Annika Huff; Addressing Demand with Alan Smyth; The "Life", Vulnerabilities and a Better Way Out with Christine McDonald; How TAT Started with Lyn Leeburg; Conspiracy



Theories with Annie Sovcik and Lexi Higgins; Keeping Kids Safe Online with Sydney Zuiker; Familial Trafficking with Liz Williamson; and The Importance of Calling the National Human Trafficking Hotline with Megan Cutter; and Driver to Driver with Barry Holland and Antoine Sadler.

### TAT Canada gains traction

TAT Training Specialist and Survivor-Advocate Liz Williamson joined TAT in 2020 and assumed TAT Canada as part of her duties. Fifteen trucking companies have already TAT Trained their drivers in Canada, UPS Canada chief among them. An additional 26 companies have pledged to train in 2021, including Kriska Holdings and Day&Ross.



### TAT's Director of Coalition Builds speaks to United Nations Expert Group Meeting

Esther Goetsch, TAT's Coalition Build director, presented to a two-day Regional Expert Group Meeting (REGM) of the United Nations Office on Drugs and Crime in December. The REGM gathered stakeholders of origin, transit and destination from the Mexican, Central American and Caribbean region, in addition to the United States, to discuss fostering cooperation between the public and private sector to counter trafficking in persons.

Goetsch spoke on TAT's mission, engaging the private sector through industry-specific training and points of intersection, with key public sector partners who also work with these industries on a daily basis and potentially interact with victims, as well as the mechanisms TAT uses to build public-private partnerships.

She highlighted the Florida Highway Heroes program, the 12 states adding TAT training to CDL schools, Washington State Patrol undercover operations and TAT impact numbers and stories. On the second day, Goetsch spoke at the Supply Chain breakout session.

### **Bridgestone's Chris Ripani joins TAT Board of Directors**

Chris Ripani, president of Bridgestone's Commercial Truck Division, including GCR Tires and Service, has been elected to serve on the Truckers Against Trafficking (TAT) Board of Directors. He has been with Bridgestone for more than 20 years, serving in progressive leadership roles, including president of GCR, president of Speedco (formerly a Bridgestone company) and various roles in strategic sales, marketing and operations across the company's commercial businesses.



*Chris Ripani*

"Truckers Against Trafficking is a fantastic organization with a laser-focused mission," Ripani explained. "I'm excited to serve on the Board, as I've been working around the trucking industry for over 21 years and see a tremendous opportunity for deeper connections with suppliers, fleets and service providers in transportation."



### **TAT app expanded**

While the TAT wallet card will always be the staple all drivers should carry, the TAT app for both iPhones and Androids is an item everyone should download. In 2020, it was expanded to include a number of new features.

In addition to telling you how and what to report if you suspect trafficking, the app also includes red flag indicators for both sex and labor trafficking, teaches the difference between trafficking and smuggling and gives examples of ways you can help end these crimes.

In the resources section, it provides TAT training videos, links you to TAT's Driving Freedom podcast, recommends books to read for a deeper understanding of human trafficking, informs about human trafficking laws and provides information about TAT.

The app also has a place to login if you're a TAT volunteer and have gone through volunteer training.

If you haven't downloaded the TAT app, do so today.



*TAT Ambassador Bill McNamee spoke at the Renewed Strength Ministries Human Trafficking Conference in January.*

### **TAT Ambassadors presented at seven events prior to Covid**

Before everything ground to a halt from the pandemic, four TAT Ambassadors were able to participate in seven in-person events.

At the Renewed Strength Ministries Human Trafficking Conference in January, Bill McNamee presented to approximately 100 people. "Wow. That event, for me, was life-changing," he said. "I've never listened to a survivor talk about the misery she endured, and I have to tell you, it literally broke my heart. And then I had to get up and give the presentation. It was difficult to try and box-up my emotions and speak, but I got it done ... and now I need to do MORE. I think the TAT training is great, but this experience -- listening to a survivor -- really put it all in perspective. As a father of five, this has my attention! I'm thankful that TAT and the American Trucking Associations sent me."

McNamee later provided TAT with a video which was used in our Dispatch series on COVID-19 and its impact on human trafficking. He hoped his short video address would inspire his fellow drivers — overwhelmed with responding to the pandemic — to not lose sight of the TAT mission while they are out on the road.

Chad Miller spoke at the SlaveFree Madison meeting in February. "Chad did a great job, and we so appreciated him taking the time to be with us," commented Mary Fiore of SlaveFree Madison. "Although the group was small, I was very happy with the active discussion following his presentation. People seemed interested and very engaged, which is what we always hope for. Chad is doing a great service for the communities he visits."



# Financials

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2020

	2020	2019
<b>Assets</b>		
Current Assets	1,870,639	1,414,304
Fixed Assets	—	—
<b>TOTAL ASSETS</b>	<b>1,870,639</b>	<b>1,414,304</b>
<b>Liabilities</b>		
Current Liabilities	172,866	32,915
Long-Term Liabilities	0	0
<b>TOTAL LIABILITIES</b>	<b>172,866</b>	<b>32,915</b>
<b>NET ASSETS</b>		
Unrestricted	1,697,773	1,031,389
Temporarily Restricted	—	350,000
<b>TOTAL NET ASSETS</b>	<b>1,697,773</b>	<b>1,381,389</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,870,639</b>	<b>1,414,304</b>

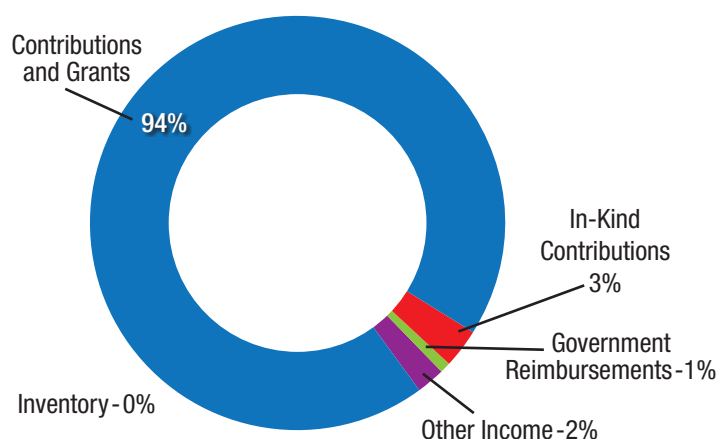
## STATEMENT OF ACTIVITIES

As of December 31, 2020

	2020	2019
<b>Support &amp; Revenue</b>		
Contributions and Grants	1,576,842	1,906,385
In-Kind Contributions	48,184	156,997
Government Reimbursements	17,715	19,168
Other Income	25,899	10,101
Inventory	2,708	2,378
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>1,671,348</b>	<b>2,095,029</b>
<b>Expenses</b>		
General and Administrative	131,511	143,604
Fundraising	38,382	45,463
Program Services	1,200,202	1,303,914
<b>TOTAL EXPENSES</b>	<b>1,370,095</b>	<b>1,492,981</b>

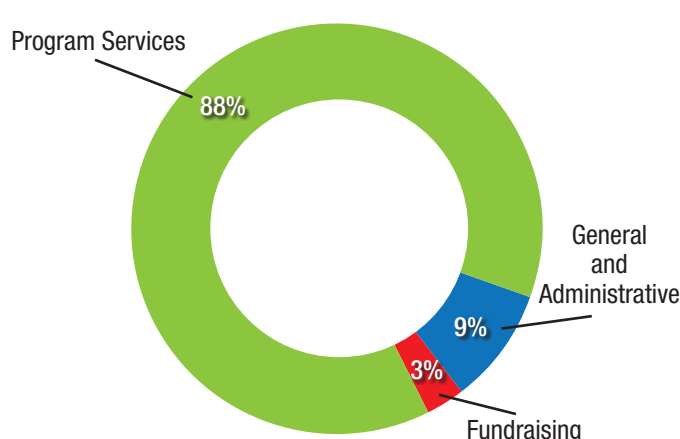
## 2020 BREAKDOWN OF TAT FUNDING

TOTAL REVENUE: \$1,671,348



## 2020 EXPENSES BY FUNCTIONAL CLASS

TOTAL EXPENSES: \$1,370,095



## Board of Directors

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While TAT is extremely thankful to all our supporters and donors for helping to make the achievements of 2020 a reality, we'd like to give special recognition to our Freedom Driver, Diamond, Platinum, Gold, and Silver sponsors.

## Our Partners:

### FREEDOM DRIVER



### DIAMOND LEVEL



### PLATINUM LEVEL





## GOLD LEVEL



## SILVER LEVEL



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Anonymous

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Karen Rasmussen • Michelle Macintyre • Elizabeth Kinkad • TJ and Sarah Segerlind • Duane and Sharon Wohlgemuth  
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# TAT in Action

A truck driver observed potential minor sex trafficking at a truck stop and contacted a family member, who reported to the National Human Trafficking Hotline shortly after the situation was observed. Potential traffickers were escorting minor potential victims between trucks. The hotline reached out to emergency law enforcement contacts, Child Protective Services and sent a written report to law enforcement.

## Make the Call, Save Lives.

1-888-3737-888 (US) | 1-833-900-1010 (Canada)

01800-5533-000 (Mexico)

Text INFO or HELP to BeFree (233733)

*\*Names, locations, and other identifying information have been changed and/or omitted to preserve the confidentiality of the people we serve.*



# TAT in Action

A truck stop employee called the National Human Trafficking Hotline (NHTH) on behalf of a victim to request services. The potential trafficker and victim were traveling together, and the potential trafficker attempted to force the victim to engage in commercial sex with a truck driver. When the potential victim refused, the potential trafficker abandoned her at the truck stop, taking her phone, wallet and money. The hotline was able to connect the victim with a service provider via a warm transfer, created a safety plan with the service provider, and confirmed the service provider could assist with transporting the victim back home.

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01800-5533-000 (Mexico)

Text INFO or HELP to BeFree (233733)

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# TAT BY THE NUMBERS



# 2,692

CALLS MADE INTO THE NATIONAL  
HUMAN TRAFFICKING HOTLINE



# 708

LIKELY CASES OF HUMAN  
TRAFFICKING GENERATED



# 1,296

VICTIMS IDENTIFIED



# 1,014,367

REGISTERED AS TAT TRAINED



PO Box 816 | Englewood, CO 80151 | 612-888-4828 | [tat.truckers@gmail.com](mailto:tat.truckers@gmail.com) | [truckersagainsttrafficking.org](http://truckersagainsttrafficking.org)

Truckers Against Trafficking (TAT) is a 501c3 that exists to educate, equip, empower and mobilize members of the trucking, bus and energy industries to combat human trafficking.