

VANTAGE POINT

TRUCKERS AGAINST TRAFFICKING

JANUARY-MARCH, 2022



*See the article on page 7 about new
mover/in-home delivery driver training video.*



LETTER FROM ESTHER

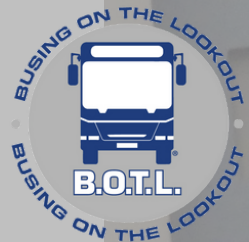
Dear TAT Friends,

In this issue, we take a look at a few individuals who, when presented with an opportunity in the course of their everyday lives, had the boldness and creativity to seize that gift of opportunity in front of them, instead of leaving it for someone else to do or being distracted by the millions of other things vying for their attention. As a result of those efforts, they are building systems within their community, workplace and networks to combat human trafficking.

This is the very heart of TAT's work ... activating and mobilizing individuals to be force multipliers in pushing back against the scourge of human trafficking in our world. And to date, there are millions of individuals, just like those featured here, who have become aware of human trafficking through TAT and decided to leverage their time, experience, resources, networks and creativity to fight this crime.

Early this year, when I was presented with the opportunity to become TAT's new executive director, it was the thought of these change-makers, these everyday heroes, and the far-reaching and profound impact that this organization has on so many lives, that meant I could not help but step forward. As you will read in this issue, TAT's work continues to grow as we capitalize on the intersections between human trafficking and transportation and see individual lives impacted every step of the way.

Thank you! From my vantage point, with your steadfast support, we can continue to make a difference in the lives of victims as they are recovered and ensure the safety of our communities as traffickers face justice.



SHINING A SPOTLIGHT

Derrick Gordon, Miami-Dade Department of Transportation and Public Works, Bus Services Division Assistant Director



Derrick Gordon posts BOTL flyers at a metrorail station.

When the Florida Attorney General's office, partnering with the Florida Department of Highway Safety and Motor Vehicles (FLHSMV), sent letters in late 2020 to over half a million CDL holders in the state as part of their Highway Heroes campaign, informing them about human trafficking and providing them with information on TAT training and materials, one of them came to Derrick Gordon, the assistant director of the Bus Services Division of the Miami-Dade Department of Transportation and Public Works (DPTW).

"[The letter] said 'modern-day slavery,' which felt like someone grabbed me," he recalled. "That was my inspiration letter ... I challenged myself to say 'what can I do to help?'"

What he did was enlist the help of colleague Franklin Brown, a bus operator for 26 years, who'd been named project coordinator and co-creator of the Heroes Helping Heroes Cooperative Partnership Project for DPTW, and, early in 2021, the two began putting plans in place to get anti-trafficking training and information out to bus operators at DPTW.

They became aware of Busing on the Lookout (BOTL) through the information in that Highway Heroes letter, so, In August 2021, Brown contacted TAT/BOTL to learn more about the program, the training materials offered and how to use them. Annie Sovcik, BOTL director, shared the BOTL Toolkit for Transit and the training videos for them to review and encouraged them to also do a victim-centered poster campaign.

A couple months later, they began training DPTW bus drivers and handing out BOTL wallet cards. BOTL and DPTW also created a series of co-branded victim-centered awareness flyers to post in all 23 metrorail stations in Miami-Dade County in the three main languages spoken in the county. Miami-Dade County provided translation services to co-create the flyers in Haitian-Creole, in addition to the English and Spanish versions BOTL already offered. To date, over 1,400 bus operators have already been trained, and plans are in place to train all 4,000 DPTW employees, including their maintenance and rail divisions.

Brown said, "People are surprised when they find out [about human trafficking]. It brought up a lot of elements they weren't otherwise aware of ... things they didn't know were going on. I've been driving a bus for 26 years and keep thinking there could have been situations. Had I known before, I could have been more actively looking for it. I wish I'd known earlier."

But Gordon, who has 34 years in the public transportation industry, replied, "As I keep telling Frank, it's better late than never ... so we're getting started now!"

While their human trafficking initiative is still very new, on BOTL's recommendation, the men contacted the South Florida Human Trafficking Task Force in late 2021 and, thus far, have attended one initial meeting and submitted a formal application to join.

They're also having the opportunity to help human trafficking survivors through a separate Miami-Dade County DPTW initiative -- The Hope Driven Cooperative Partnership Project. As part of that initiative, DPTW works with The Lotus House, a shelter for women and families, which includes human trafficking survivors. Gordon saw the relationship with The Lotus House as an opportunity to be part of jobs training and placement initiatives, both as a way of helping the residents of the shelter get onto a career path as bus drivers as well as help DPTW recruit much needed employees during this current phase of driver shortages. While a separate initiative, Gordon said, "It feels full circle," being able to both prevent trafficking and then also help survivors.

BOTL POSTERS

Find these posters and other free resources on our website [here](#).

<p>NOT SURE WHAT YOU'RE WALKING INTO?</p> <p>Thousands of girls, boys, women and men are forced into prostitution each year, as sex traffickers lure them into the life with promises of work opportunities and romance. You are not alone. You have other options.</p>  <p>Call the National Human Trafficking Hotline: 1-888-3737-888 (US) or 1-833-900-1010 (Canada) Anonymous Confidential Toll Free 24/7</p> <p>  If you or someone you know is being forced to engage in any activity and cannot leave, whether it's commercial sex, housework, farm work, construction, factory, retail or restaurant work, or any other activity, call the National Human Trafficking Hotline at 888-3737-888 to access help and services.</p>	<p>DO YOU REALLY TRUST THIS PERSON?</p> <p>If it sounds too good to be true, it usually is. Thousands of girls, boys, women and men are forced into prostitution each year, as sex traffickers lure them into the life with promises of work opportunities and romance. You are not alone. You have other options.</p>  <p>Call the National Human Trafficking Hotline: 1-888-3737-888 (US) or 1-833-900-1010 (Canada) Anonymous Confidential Toll Free 24/7</p> <p>  If you or someone you know is being forced to engage in any activity and cannot leave, whether it's commercial sex, housework, farm work, construction, factory, retail or restaurant work, or any other activity, call the National Human Trafficking Hotline at 888-3737-888 to access help and services.</p>	<p>WANT OUT OF THE LIFE?</p> <p>Sarah was 15 when she ran away from home. She had big dreams about what her life could be and Chris seemed like the only person who cared. When Chris told her he would leave her if she didn't sell herself for sex, Sarah didn't think she had a choice.</p> <p>YOU ARE NOT ALONE. YOU HAVE OTHER OPTIONS.</p>  <p>Call the National Human Trafficking Hotline: 1-888-3737-888 (US) or 1-833-900-1010 (Canada) Anonymous Confidential Toll Free 24/7</p> <p>  If you or someone you know is being forced to engage in any activity and cannot leave, whether it's commercial sex, housework, farm work, construction, factory, retail or restaurant work, or any other activity, call the National Human Trafficking Hotline at 888-3737-888 to access help and services.</p>	<p>LOVE DOESN'T HURT. TRICKS AND PIMPS DO.</p> <p>Lisa was 16 years old and living on the streets when Scott, a handsome 25 year old, promised her love, financial security, and a place to call home. She thought she had it all until Scott told her she must sell herself to keep it. If somebody is asking you to sell your body or putting you in harm's way, that's not love.</p>  <p>Call the National Human Trafficking Hotline: 1-888-3737-888 (US) or 1-833-900-1010 (Canada) Anonymous Confidential Toll Free 24/7</p> <p>  If you or someone you know is being forced to engage in any activity and cannot leave, whether it's commercial sex, housework, farm work, construction, factory, retail or restaurant work, or any other activity, call the National Human Trafficking Hotline at 888-3737-888 to access help and services.</p>
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SHINING A SPOTLIGHT

*Whilna Stewart Franklin, UPS Canada
Region Community Relations Director*

Whilna Stewart Franklin was listening when TAT Training Specialist and Survivor-Advocate Liz Williamson presented on human trafficking to UPS Canada leadership last October. She described it as a wake-up call.

“Liz’s story quickly removed my biases and preconceived notions about what trafficking is,” Franklin related. “The biggest takeaway for me in her story is that anyone can be a trafficker and anyone can be trafficked. You can’t imagine that traffickers are employers, boyfriends or parents. And it’s difficult to believe that the exploitation of people can be happening right down the street in an innocent-looking house, or in places we frequent and spend money in, like hotels or eateries, until you hear it straight from the horse’s mouth. Part of our incredulity comes from not hearing enough about trafficking or understanding what it is or what to look for. This lack of knowledge leaves us clueless that something this insidious is even happening.”

A UPS Canada employee since 2008, Franklin said UPS Foundation President Nicole Clifton has been “a constant and loud voice in the fight to end human trafficking” and that “addressing human trafficking is a critical piece of UPS’s commitment to build safer, more resilient and inclusive communities around the world. Innovative partnerships can provide opportunities for companies to be part of the solution.” Since Franklin’s job is to breathe life into the foundation’s mission of “deliver[ing] pathways to empower resilient, just, and safe communities,” which support the underserved, the underrepresented, and the marginalized, working on an anti-trafficking initiative fit her role perfectly.

*Whilna Franklin
participated in a
UPS Canada
tree-planting
event last fall.*



Working under the direction of Derek Venman, VP of Operations and a member of the TAT Canada Committee (TCC), Franklin began looking at what UPS Canada had done with TAT training to date and then had a series of meetings with TAT staff. As a result of this background work, she put together a comprehensive awareness and training campaign for all UPS drivers. The campaign launched Feb. 18 with the following action steps:

- The Feb. 18 internal newsletter featured an article on upcoming TAT training and anti-training information. It focused on road supervisors, local drivers (with TAT's local driver training film) and feeder drivers (with TAT's 13-minute training video).
- UPS Canada managers across the country received TAT materials, with the responsibility for ensuring their teams go through the training. As of March 20, 1830 employees had undergone the training.
- UPS Canada is working on adding TAT's 13-minute training video to their onboarding process, so all new drivers will receive the training.
- UPS Canada will be hosting the Freedom Drivers Project at their two Ontario Hubs in April.

"The TAT training puts a real face to a real problem in the videos," Franklin said. "We see ordinary people who saw or heard something that wasn't right and hear from people about their experience of being trafficked. It packs quite the punch in a small time-frame. It's great that we're provided with tools and resources as close as your phone or your wallet should you suspect trafficking. And the messaging is consistent whether you are looking on the app, the wallet card, online or watching a video. I also like that we aren't expected to play superhero at the end of training; we're asked to look for the red flags and report unsettling behavior to the hotline."

Franklin said response to the training has been great, with management even telling her how they've shared the training video with other work groups, feeling it an important message to share with everyone. She related, "We had management people wear blue on 2-22-22 as an awareness tool, who then used it as an opportunity to share information about trafficking. It's a topic that has gotten a lot of people talking, that's for sure!"

OPPORTUNITIES

- Download the TAT and BOTL app to have **RED FLAGS AT YOUR FINGERTIPS!**
- Check out TAT's newest episode of our Driving Freedom podcast to hear from survivor leader Joy Friedman and her work with Native women. Friedman is the Sexual Assault Street Outreach advocate for the [Minnesota Indian Women's Resource Center](#), a wraparound non-profit whose mission is to empower Native women and families to exercise their cultural values with integrity, and to achieve sustainable lifeways, while advocating for justice and equity. Pulling from her own lived experience of exploitation and survival, she walks alongside her clients, building trust and providing services that empower and enable them to rebuild their lives.



MOVING INTO THE LINEUP...



Adding to its industry-specific training film library, TAT has just released a 23-minute training video for the more than 90,000 members of the moving industry and all other in-home delivery drivers. The video provides an understanding of what human trafficking is, how it might intersect with everyday jobs and the specific red flags drivers can be alert to as they move in and out of homes across North America.

The training features the experience of survivor-leader Liz Williamson and her story of being trafficked by her mother out of their family home. Multiple times in the course of her exploitation, home movers and other service industry-related people came into her home and would have seen multiple red flags indicating human trafficking if they'd known what to look for. Chief Tommie J. Reese, Sr., law enforcement coordinator of the Office of the Alabama Attorney General and a TAT Board member, shares information on what makes someone vulnerable to trafficking, additional red flags to look for, and, most importantly, the information law enforcement needs in order to activate investigation.



"We're proud to offer this piece to our current partners in the moving industry and those that provide in-home delivery of goods. It's my hope we'll be able to activate many more companies and help yet another niche sector of transportation be part of driving change in the fight against human trafficking. I have no doubt that this training -- and our partners throughout the industry empowered by it -- will change lives."

- Laura Cyrus

Director of Corporate Engagement

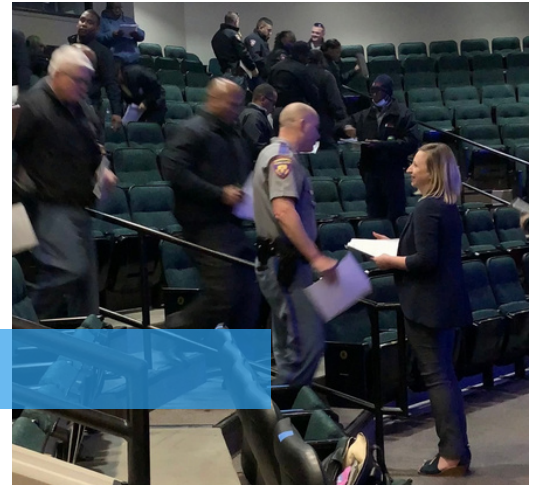


More information can be found online by clicking [here](#).

ADDITIONAL HIGHLIGHTS

Law Enforcement Trainings

In the first quarter of 2022, the team of TAT Deputy Director Kylla Lanier and TAT Training Specialist and Survivor-Leader Anika Huff conducted multiple human trafficking trainings for law enforcement officers in three states: Mississippi, West Virginia and New York. In New York, they conducted six trainings for the New York State Patrol, which has led to Iowa MVE implementation, making New York the forty-ninth state to adopt this strategy.



Kylla Lanier, TAT deputy director, collected surveys from participants at one of the Mississippi law enforcement trainings.



Beth Jacobs, TAT training specialist and survivor-leader, shared her experiences and insights for law enforcement at the CB.

Coalition Builds

The Indianapolis, Indiana Coalition Build (CB), co-hosted by the Indiana Motor Truck Association, Indiana State Police, the Indiana Office of the Attorney General and TAT, achieved a number of outcomes including:

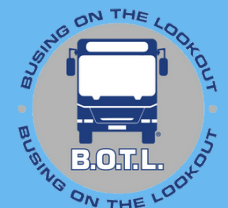
- The Indiana Department of Education pledged to incorporate the BOTL school transportation video in their entry-level driver training for all new drivers starting in March, about 1,500 new drivers each year. They also pledged to include BOTL in their mandated annual driver recertification class for all 15,000+ drivers statewide in 2022 and are looking to institutionalize it to be included in that training every 2-3 years.

Second quarter, in-person CBs are planned for Toronto, Canada on April 19, Carlsbad, New Mexico on May 24 and Los Angeles, California on June 28. A virtual CB is scheduled for Alberta, Canada on May 17.

Busing On The Lookout

Busing on the Lookout (BOTL) continues to expand its reach in transit and school transportation through partnerships. For example:

- In January, BOTL co-hosted a webinar with the American Public Transportation Association that drew more than 80 representatives from transit agencies from throughout the United States.
- The Pupil Transportation Safety Institute committed to sharing BOTL information and materials with school districts and school bus contractors in New York State as an option to include in their required four hours of annual training for 2022.
- ArkansasIDEAS, the online learning system used by the Arkansas Department of Education, registered 9,010 individuals as BOTL-trained through their system.





This was the first time Ashley Smith, TAT Energy Operations director, presented at a Teamster event.

Empower Freedom

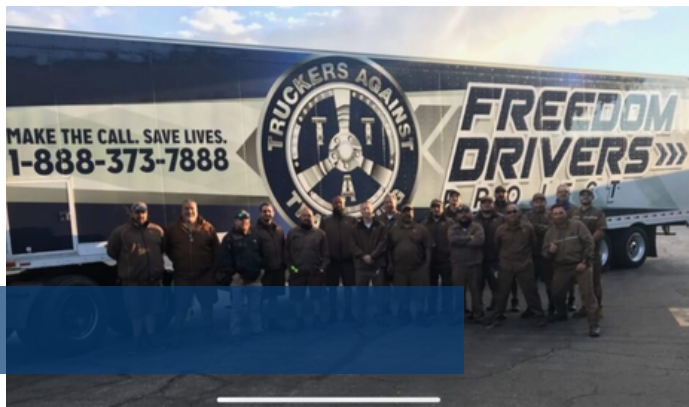
An Empower Freedom presentation to 110 union members and leaders at the Annual Pipeline Steward School and Business Agent Officer's Conference in South Carolina opened doors to work with the union at the local and national level. The event also produced new contacts with trucking companies working on pipelines, as well as with pipeline companies and contractors.

Corporate Engagement

Corporate Engagement staff presented to approximately 500 drivers at the Landstar BCO Appreciation Days event in Memphis, Tennessee, where drivers were trained and encouraged to download the TAT app and participate in the anonymous driver survey.



Laura Cyrus, TAT Corporate Engagement director, spoke at the Landstar event.



A safety huddle of UPS seniority drivers gather in front of the FDP at Bell, California on the exhibit's way to the UPS Rodeo. Safety huddles are an opportunity for seniority drivers to talk to the brand new drivers and share stories of safety and success in the industry.

Freedom Drivers Project

UPS hosted the Freedom Drivers Project (FDP) at their annual truck driving rodeo in Ontario, California in February, where the FDP educated UPS employees on the realities of domestic sex trafficking and how they can be part of the solution. On the drive to the event, UPS drivers Wayne Ponschke and Ryan Ybarra stopped at multiple UPS facilities to showcase the FDP and draw attention to fighting human trafficking.

In Q2, the FDP will travel to Kentucky, New Jersey, Pennsylvania, Canada, Texas, Oklahoma, Illinois, Montana, Arkansas, Kansas and Missouri.

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