



# BUSING ON THE LOOKOUT (BOTL): WHAT CAN YOU DO?

## A guide for State Transit Associations

*Transit agencies are in a critical position to help combat human trafficking. We know that traffickers utilize buses and public transit in the recruitment & exploitation of their victims, and that victims may seek safety on buses and in transit centers. BOTL recognizes that transit associations serve as important conduits to agencies in their states. By partnering with BOTL, your Association can play a critical role in combating human trafficking.*

### 1 Share information about BOTL & human trafficking with members

You can open doors for BOTL by sharing our mission and materials with your members. Some ideas for how to do this include:

- Work with BOTL to include information in your newsletter and/or on social media
- Link BOTL on your website
- Host a webinar with BOTL
- Host BOTL at your state conference and/or distribute BOTL materials (e.g., in totes)

### 2 Launch/coordinate a victim-centered & public awareness campaign

BOTL has worked with survivors of sex trafficking to create a series of posters that shares information about human trafficking and the resources available to survivors. You can partner with BOTL to secure locations in your state to display these posters at bus depots, terminals, stops, and/or on buses.

### 3 Co-host a Coalition Build (CB)

CBs are invite-only events that give industry members direct access to leading law enforcement and government officials in their communities in order to facilitate a localized response to human trafficking. Co-hosting a CB in your state could be as simple as adding your logo to CB materials and sharing the invitation with your members and networks.

### 4 Commit to the BOTL Board Challenge!

When an association commits to the BOTL Board Challenge, 100% of the agencies represented on your Board commit to implementing BOTL training for their employees. This can be publicized with a press release, decal on your website, and/or social media recognition.

### 5 Connect with your anti-human trafficking task force

Ask BOTL to facilitate an introduction to your regional or state task force. These relationships can help you and your members understand the local issue, effectively share suspicions/reports with law enforcement, and/or connect to local service providers to donate transportation vouchers for survivors.

### 6 Introduce BOTL to other transportation stakeholders in your state

If you have connections to other leaders in the transit, trucking or school transportation industries, introduce them to BOTL!

### 7 Become a supporter/corporate sponsor

We could not do what we do without our amazing sponsors and donors. With your support, BOTL can continue to educate and empower members of the bus industry in the fight against human trafficking.

*For additional information/next steps on any of these ideas, please contact:*

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