



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

A guide for School Transportation Associations

Frontline school transportation professionals are uniquely positioned to help protect the students they transport from exploitation, grooming and trafficking. BOTL recognizes that school transportation associations serve as important conduits to local school districts, school bus contractors and other student transportation leaders. By partnering with BOTL, your association can play a critical role in combating human trafficking.

1 Include BOTL information in your member communications

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
- Use BOTL's social media toolkit to share information on your association platforms
- Link BOTL on your website

2 Host a webinar with BOTL

BOTL webinars are opportunities for association members to learn more about trafficking in their state and the steps they can take in their districts and companies to keep students safe from exploitation using BOTL's industry-specific resources.

3 Include BOTL information at your state conference

BOTL can contribute in various ways at your state association conference:

- Present keynote and breakout sessions
- Distribute free BOTL materials (e.g., at vendor booth and/or in conference totes)
- Screen the BOTL training video for frontline workers

4 Commit to the BOTL Board Challenge!

When an association commits to the BOTL Board Challenge, 100% of the districts and/or 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 Introduce BOTL to other transportation stakeholders in your state

If you have connections to other leaders in school transportation, public transit, or law enforcement, we have materials for them! Please don't hesitate to introduce us to other potential partners.

6 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.

Visit our website:



Download the BOTL app:



Follow us on social media:



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

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