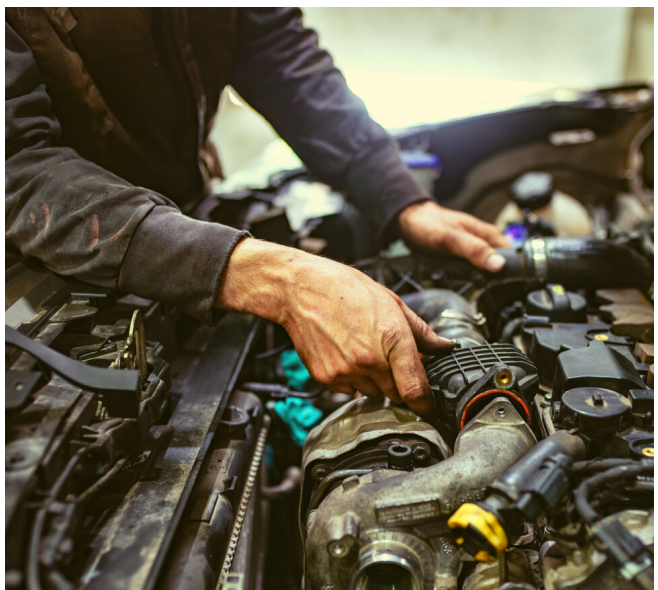




*Truckers Against Trafficking*

# DEALERSHIP PROGRAM TOOLKIT



Created by Truckers Against Trafficking to aid trucking entities with the information they need to **combat human trafficking**.

# HUMAN TRAFFICKING



Modern-day slavery, or human trafficking, is the **exploitation of human beings through force, fraud or coercion** for the purposes of commercial sex or forced labor.

The U.S. Department of Homeland Security estimates that human trafficking is second only to drug trafficking as the most profitable form of transnational crime, **generating billions of dollars** per year in illicit profit.

It is a problem that **affects 50 million people** globally. It has been recorded in all 50 states, and it is estimated that thousands of American children are at risk of being trafficked each year.

All victims of trafficking share one essential experience: **the loss of freedom.**

This toolkit is intended to guide **dealership entities and their associations** on steps they can take to equip their members to combat human trafficking, including how they can partner with Truckers Against Trafficking (TAT) to implement anti-human trafficking training and be a distribution hub of materials in the midst of their operations.

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# IMPLEMENT IN THREE EASY STEPS

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

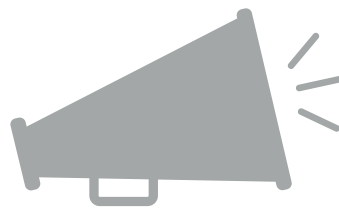
As the eyes and ears of our nation's highways, truck drivers are in a unique position to make a difference and close loopholes to traffickers who seek to exploit our transportation system for their personal gain. As an **organization that sells parts or equipment to the truck, bus and energy industries, you can empower your distribution points to equip their employees with information they need to help combat human trafficking.**



**STEP 1**  
TRAIN



**STEP 2**  
DISTRIBUTE



**STEP 3**  
INFLUENCE

# 1

## TRAIN

- Make sure employees **train with TAT materials**. Incorporate the TAT Training video into your regular safety training and add it to your onboarding process.
- Make sure to **register the number of employees trained** via our TAT Trained Page.

# 2

## DISTRIBUTE

- **Hang posters** and **display wallet cards/brochures** in all brick-and-mortar locations to distribute to customers and drivers.
- **Outfit service vehicles** with TAT window decals that ask the question, "Do you need help?".

# 3

## INFLUENCE

- **Highlight** your partnership publicly; **link TAT** on your website; and consider becoming a **corporate sponsor**.
- With your influence, you **help spread the word** to make others aware of this problem and how they can become part of the solution.

**CLICK OR SCAN  
TO LEARN MORE  
ABOUT TAT**





# BEST PRACTICES

Apart from training and displaying TAT materials in company locations, there are a plethora of ways you and your company can become further involved. Implementing best practices ensures that all employees will be ready and able to recognize a problem and have a hand in saving a life, should human trafficking be suspected by any of your employees or customers. These best practices include:

## 1. IMPLEMENT INDUSTRY-SPECIFIC TRAINING FOR ALL EMPLOYEES

TAT's free, industry-specific training materials are designed to train any member of the transportation industry, whether truck drivers, office employees, truck stop employees, management, mechanics, sales reps, etc. on how to recognize and report signs of human trafficking they may be seeing in the course of their everyday jobs. These materials are primarily comprised of a 26-minute, documentary-style training video, along with a wallet card or app. The TAT video is a self-sufficient, anti-trafficking training tool; however, TAT advises that management/training instructors supplement the video training with information specific to the company, association, organization or agency's internal policies and, when possible, provide examples from their local context.

## 2. ESTABLISH AN ANTI-TRAFFICKING-IN-PERSONS POLICY WITH A DEMAND-REDUCTION FOCUS

Sex trafficking — including sex buying — poses a risk to employers and harms vulnerable people in our community. Employers have many policies and procedures in place to protect the company and employees from certain behaviors that create a hostile work environment, hurt the company's reputation, reduce employee productivity, or place the company at legal or financial risk. National survey results by Demand Abolition show that up to 20 percent of adult men ages 18-64 have bought sex or would buy sex if the circumstances were right. Thirty-five percent of men have searched online sex ads but failed to act on the desire. Data suggests that most men shop online ads during the workday, and many prostitution transactions take place on the way to work, during lunch or after work. Some transactions occur at the place of business or are set up using work-issued property (e.g. cell phones, computers, credit cards or vehicles).

Therefore, employers can create policies that help mitigate the potential risk and protect employees (and potential victims) from harm. Examples of these anti-trafficking-in-persons policies with a demand-reduction focus are available at [www.truckersagainsttrafficking.org/man-to-man-campaign](http://www.truckersagainsttrafficking.org/man-to-man-campaign).

### COMPANY ANTI-TRAFFICKING IN PERSONS POLICY

*Sample wording for company policy.*

Company is committed to doing business in a manner that supports our high standards of business conduct and values. Therefore, it is against Company's policy for any employee or contingent worker to use any of Company's assets or resources or any work-related setting outside the workplace, including business trips, business meeting or business-related social events, to engage in any sex-buying activities or for any purpose that would facilitate the trafficking of persons, including viewing pornography. Trafficking in persons includes any forced labor, debt bondage, involuntary servitude, sex trafficking or commercial sex acts. This policy governs the Company as a whole, its employees, suppliers, consultants, third-party representatives and subcontractors.

Employees or representatives who become aware of potential violations of the Company Anti-Trafficking in Persons Policy or any related laws or regulations have an obligation to report these concerns to the company, so they may be reviewed and addressed in an ethical and responsible manner.

When the Company suspects that an employee has used company funds or resources to engage in conduct in violation of this policy, the Company will immediately investigate and take appropriate action up to and including termination. The company may also refer the matter to law enforcement.

[WWW.TRUCKERSAGAINSTTRAFFICKING.ORG](http://WWW.TRUCKERSAGAINSTTRAFFICKING.ORG)



### 3. HOST TAT TO SPEAK AT AN IN-PERSON OR VIRTUAL EVENT

TAT staff, including a TAT field trainer and survivor leader, can provide a one-hour presentation at your next leadership conference. One of the most inspiring and impactful ways to train your employees on human trafficking is by having them hear from a survivor who has lived the horrors of human trafficking first-hand. This builds empathy in your staff and helps create a victim-centered company culture.

### 4. PARTICIPATE IN A ROUND-UP CAMPAIGN

Dealership entities can help members of the communities in which they live and work, as well as truckers and the general motoring public, understand more about human trafficking by putting on consistent campaigns in rounding up consumer purchases to donate to TAT, all the while providing every consumer with a window decal and wallet card.

### 5. ATTEND AND/OR HOST COALITION BUILDS

TAT Coalition Builds are half-day events that bring together key industry leaders from the trucking, truck stop and bus industries, along with local, state and federal law enforcement. TAT conducts these meetings in partnership with state trucking associations and Attorneys General offices nationwide. At these invite-only events, general managers gain direct access to leading law enforcement and government officials in their communities and are able to create a localized response to human trafficking.

## CASE STUDIES OF A FEW CURRENT PARTNERS



*A MULTINATIONAL AUTO AND TRUCK PARTS  
MANUFACTURER, INVOLVED IN THE TAT EFFORT  
SINCE 2013*

- Implemented the TAT training and has trained over 20,000 employees
- Served on the TAT Board of Directors since 2014
- A North Star level sponsor
- Adopted the Anti-Trafficking-In-Persons Policy
- Sponsored FDP events and co-hosts TAT Coalition Builds



*A TRUSTED NAME IN AUTOMOTIVE REPAIR, FLEET  
SERVICE, TIRES AND WHEELS AND INVOLVED IN  
THE TAT EFFORT SINCE 2017*

- A Gold level sponsor
- Added TAT training as part of their orientation and ongoing training
- Mandated the Anti-Trafficking-In-Persons Policy company-wide
- Instituted trailer wraps on company truck products displaying TAT's logo and highlight their partnership on their website