



# JUNE 7, 2023

## Truckers Against Trafficking (TAT)

teamed up with JB Hunt, Tyson Foods, Walmart, Arkansas Trucking Association and the Arkansas Attorney General to bring together key industry stakeholders in the trucking, truck stop and bus industries, along with law enforcement, for a Coalition Build. TAT Coalition Builds **create pathways** for strategic engagement as stakeholders come together to leverage their networks in the fight against human trafficking. At the event, TAT provided **targeted action steps** and **free resources** for attendees to use within their companies and agencies.



TAT has and will continue to follow-up with attendees from the Coalition Build in order to help facilitate lasting connections and build strategies for combating human trafficking locally.

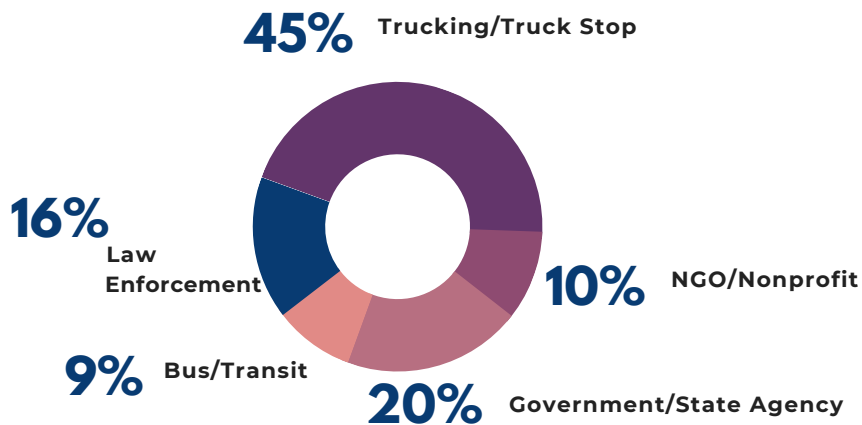
# Lowell, Arkansas IMPACT REPORT

EDUCATE EQUIP EMPOWER MOBILIZE



TIM GRIFFIN  
ATTORNEY GENERAL OF ARKANSAS

# ATTENDEES



## IMPACT BY NUMBERS

- **98%** of respondents said their knowledge about human trafficking increased.
- **96%** of respondents said they were better prepared to identify human trafficking.
- **96%** of respondents said they would recommend attending a briefing like this to others in their field.
- **88%** of respondents said they know what next steps to take in order to combat human trafficking.

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**"Great presentation and very enlightening."** -Brenda Grant,  
Loves Travel Stop

**"Great presentations from both the survivors and law enforcement."** - Coalition Build  
Attendee

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# IMPACT IN ACTION

Coalition Builds inspire leaders from trucking companies, truck stops, bus companies, public transit agencies, energy companies, transportation associations, government agencies and law enforcement agencies to act, while equipping them with the practical tools they need to become force multipliers in the anti-human trafficking movement.

## Since the Arkansas Coalition Build:

- ✓ JB Hunt featured TAT's "Be a Changemaker" video in their quarterly driver safety session reaching 13,534 drivers, distributed TAT wallet cards and encouraged drivers to download the TAT App. JB Hunt also expressed interest in creating co-branded truck wraps to increase awareness.
- ✓ Walmart registered 780 new drivers as TAT-trained and pledged a \$134,055.36 contribution to TAT as result of their Safe Miles Campaign.
- ✓ The Arkansas Attorney General hosted TAT at his inaugural human trafficking summit where he announced the creation of the Arkansas Statewide Tactical Operations Partnership.
- ✓ DB Schenker hosted TAT at their corporate human trafficking event to further spread awareness within their company.
- ✓ Tyson demonstrated their commitment to combating human trafficking by implementing an anti-trafficking-in-persons policy, conducting retraining sessions for their teams, and displaying anti-trafficking messaging on five trailers.
- ✓ ABF Freight, an ArcBest company, demonstrated interest in advancing education on human trafficking by accepting TAT's invitation to the Arkansas Attorney General's Human Trafficking Summit and requesting TAT's training resources.
- ✓ A General Manager at a truck stop has expressed interest in several anti-human trafficking initiatives including hosting TAT at a 2024 truck show.
- ✓ The Arkansas Department of Education shared TAT information at their state-wide in-service training.