

HUMAN TRAFFICKING INITIATIVE - UPDATE

Our District's Human Trafficking Initiative is in full swing! With funding from a Rotary Foundation global grant, local Rotary clubs and private donations, we have kicked off our fight against human trafficking...right here in the greater Sacramento area and throughout our District.

There are two components to our initiative - education and public awareness. Human trafficking is one of the fastest growing crimes in the U.S. with between 100,000 and 300,000 children vulnerable to human trafficking nationwide. Over 40 million people globally are trafficked each year! Education and prevention efforts are quickly becoming an imperative for local governments and school districts. And Rotary has stepped up to help make it happen.

Education

Through a partnership with District 5180, 3Strands Global will be providing their PROTECT program (PRevention Organized To Education Children on Trafficking) to bring awareness and education about human trafficking to 5th, 7th, 9th and 11th graders in schools in our District. Two local schools have already started the education process - Casa Robles High School (San Juan Unified School District) and Sutter Middle School (Sacramento Unified School District). The curriculum will be age/grade appropriate for each grade level.

Casa Robles used a bit different 3-phase approach, which began in early April. First was a forum for the parents and community to learn about the program, where approximately 75 people attended. The teachers were then educated by 3Strands Global on all of the instructional modules and then the teachers rolled out the program to all grade levels at Casa Robles.

The model used for Casa Robles was modified from the normal rollout of the program. Going forward, 3Strands Global will train the teachers and teachers will then train the students in the four individual grade levels - 5th, 7th, 9th and 11th grades.

Sutter Middle School started their training several weeks ago in their 7th grade classes. More schools will be coming on line in the weeks and months ahead.

Public Awareness Campaign

The public awareness campaign started off with a pre-launch event at a marketing workshop in March. The workshop was convened to bring together allies in our fight against human trafficking - law enforcement, survivor organizations, state agencies, the District Attorney's office, media contacts and others - to discuss the upcoming campaign and how our allies could leverage the campaign messaging. The interactive workshop was led by Anne Ream, founder of the Voices and Faces Project, whom we are partnering with on the public awareness campaign.

The focus of the campaign will be "The Ugly Truth" - a campaign created to dispel the myths about human trafficking and sexual exploitation. The three month campaign will run June, July and August and will include billboards and radio messaging.

The purpose of bringing this campaign to our district is to help change minds, hearts and public policies on sexual exploitation and human trafficking. Click here ([The Ugly Truth](#)) to learn more about this campaign, which has been used successfully in Chicago, San Diego, San Francisco, Oakland and Washington, D.C. The materials will be modified specifically for Sacramento and will carry the Rotary branding.

If you are interested in helping out with our fight against human trafficking, please contact one of the following:

Education - Brian Gladden brian.gladden@cgi.com

Public Awareness Campaign - Desirée Wilson desiree918@comcast.net

Fundraising - Connie Correia connie@fc360.com



PROTECT training for freshman students at Casa Robles



Marketing workshop with allies in the fight against human trafficking

The PROSTITUTION MYTH

If a woman chooses to sell her body that's her business.

The UGLY TRUTH

Prostitution is rarely a choice.

Most prostituted people entered the sex trade while still in their teens, after fleeing abusive homes. They're coerced by pimps and johns who too often abuse them. Without economic support, breaking free is more difficult than you might think.

enddemandillinois.org | For help call 1-888-3737-888

END DEMAND ILLINOIS

A sample from "The Ugly Truth" campaign