



The Rotary Action Group Against Slavery is committed to **connect**, **empower** and **equip** Rotarians to **engage** their communities to eradicate all forms of Human Trafficking/Modern Slavery, locally and around the globe.

ROTARY ACTION GROUP
AGAINST SLAVERY
COMMUNITY AWARENESS &
PREVENTION EDUCATION
STRATEGIC ACTION PLAN
2021-2022

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ROTARY ACTION GROUP AGAINST SLAVERY COMMUNITY AWARENESS & PREVENTION EDUCATION

PREPARED FOR RAGAS BY AMELIA J. STANSELL, UNSTOPPABLE FUTURES

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STRATEGIC ACTION PLAN INTRODUCTION

The Rotary Action Group Against Slavery Community Awareness & Prevention Education committee gathered virtually in a series of planning sessions facilitated by Amelia Stansell of Unstoppable Futures and RAGAS Coordinator, Virginia, USA, to conduct a planning process. This process defined the strategic action plan and **Community Awareness & Prevention Education (CAPE)** model for the Rotary Action Group Against Slavery (RAGAS).

A special thank you to the dedicated CAPE committee, which consisted of:

Dave McCleary, RAGAS Chairman, Georgia, USA

Ashlie Bryant, RAGAS Coordinator, California, USA, representing 3Strands Global Foundation

Bob Deering, RAGAS Coordinator, California, USA

PDG Cozette Vergari, RAGAS Board Member, District Liaison, California, USA

George Belitsos, RAGAS Vice Chair, District 6000 Coordinator, Iowa, USA

Malcolm Baird, RAGAS Board Member, Director, Australia

Valerie Ellery representing A21, Florida, USA

This plan is to be executed over a period of one Rotary Year (2021-22) and will be measured based on the metrics specified herein, and adjusted accordingly by the Board of Directors and CAPE committee following that period.

TERMINOLOGY USED THROUGHOUT THE STRATEGIC ACTION PLAN:

RAGAS - Rotary Action Group Against Slavery

CAPE – Community Awareness & Prevention Education

HT – Human Trafficking is the act of recruiting and/or transferring a person by means of coercion, abduction or deception for the purpose of gain by exploitation.

MS – Modern Slavery has a broader definition, encompassing more situations in which a person is exploited for personal or commercial gain. These include forced labor, sex trafficking, domestic slavery, forced marriage, and child slavery.

STAKEHOLDER GROUPS

The team identified several stakeholder groups, however focused on 8 key stakeholder groups in which to focus for the Community Awareness & Prevention Education mission. The chart below ranks them in order of ability to invest financially to execute the CAPE plan (ability to pay) from highest to lowest.

The purpose of the ability to pay ranking is to identify which stakeholder groups might have capacity to not only cover the costs of the benefits offered to them and their community, but also to identify where stakeholders with a high ability to pay might subsidize the cost of providing benefits to stakeholders with a low ability to pay, creating equity among stakeholders.

Stakeholders	Ability to Pay
Individual Rotary Members/Clubs/Districts	High
RAGAS Members, Ambassadors & Coordinators	High
General Public	Medium
Schools/Universities and Educators	Medium
Local Government/Elected Officials	Medium
Parents	Low
Students, (primary/secondary and university)	Low
NGO's – including curriculum providers	Low

PROBLEMS AND SOLUTIONS

Every organization, at its core, is solving a problem for a set of customers. We have identified problems and solutions based on the stakeholder group, and each group has been assigned a color, which will be used to identify their group throughout this report. Specific activities to provide the solutions are available in Addendum E.

Stakeholder	Problems	Solutions
Individual Rotary Members / Clubs / Districts	Are either unaware that human trafficking/modern slavery takes place in their community, or don't understand the problem, so they don't recognize the need for education and prevention.	RAGAS will provide awareness materials , blogs, articles in the Rotary Magazine(s), and booths at HOF opportunities at District, Zone and RI conventions, speaker's bureau with RAGAS Ambassadors/Coordinators to speak to create awareness.
	Don't know how to access quality speakers on Human Trafficking/Modern Slavery to create Club or Community Awareness.	RAGAS will create a speaker bureau with a speaker request form for Ambassadors and Coordinators to provide Club programs at a local level and engage District Governors to invite them to their District Conferences as speaker and HOF participants. Making it canned and easy to update with local statistics for speakers.
	The RI Board of Directors has yet to make a strong statement against Human Trafficking & Modern Slavery in all its forms or to encourage Rotarians to engage in anti-trafficking projects – not signaling this is a major global humanitarian problem for Rotarians to help solve.	RAGAS will put forward a resolution to be adopted by the RI Board to officially recognize and take a stand against Human Trafficking/Modern Slavery. DGs of funded CAPE projects will adopt a resolution to recognize and take a stand against HT/MS, engage their clubs to participate in CAPE projects and encourage RI to adopt the resolution.
	Once a Rotarian gets the desire to act, they don't know what to do next, how to create a project or what resources are available, so often get paralyzed with the vast problem and struggle to break it down – what and how to implement.	RAGAS will create a virtual CAPE campaign toolbox for Rotarians to increase awareness in their local communities. Robust resources will be available behind a password wall accessible to RAGAS members only.

	<p>Most Rotarians/Clubs don't know who RAGAS is or what we do/how we can help them!</p>	<p>RAGAS will provide membership materials, blogs, articles in the Rotary Magazine(s), booths at HOF opportunities at District, Zone and RI conventions, speaker's bureau with RAGAS Ambassadors/Coordinators to speak to create awareness of RAGAS and increase membership and access to our tools and support. We will provide clear benefits to joining RAGAS.</p>
	<p>Once a Rotarian has a grasp of the problem, and want to help implement prevention curriculum in to their local schools, they don't know how to select a partner or how to go about it.</p>	<p>RAGAS will provide recommended criteria to help Rotarians to partner with schools, government and nonprofits to implement an educational campaign or curriculum appropriate for their local schools in the RAGAS toolbox.</p>
	<p>Creating a new project is overwhelming.</p>	<p>RAGAS will showcase existing successful Rotary CAPE projects on our website and how they executed, contacts, etc. so a Rotarian can simply duplicate and improve upon, vs feeling as if they need to create a new project.</p>

Stakeholder	Problems	Solutions
<p>RAGAS Members Including: Board, Ambassadors & Coordinators</p>	<p>Once a Rotarian joins RAGAS, they don't know what to do next, how to create a project or what resources are available to get them started.</p>	<p>RAGAS will create a community awareness and educational campaign toolbox for RAGAS members to increase awareness in their local communities with additional tools available behind a password wall accessible to members only.</p> <p>When a member joins RAGAS a Coordinator or Ambassador will be alerted immediately so they can personally contact and welcome the new member, asking why they joined and how we can help them achieve their CAPE goals and share how to access the tools and resources RAGAS offers.</p>
	<p>There is too much Human Trafficking/Modern Slavery information out there and it is overwhelming – how do I narrow it down?</p>	<p>RAGAS will provide data and resources in a clear way to present the stats on HT/MS from existing reliable sources which will update automatically such as: Polaris, UN, ILO, US Dept of Labor etc. linked to RAGAS website.</p>
	<p>It can be difficult to research local partner NGOs.</p>	<p>The RAGAS toolbox will provide an online database of resources/NGOs, etc. accessible to RAGAS members on our website with links to their sites containing contact information.</p>
	<p>Ambassadors and Coordinators don't have enough speaking opportunities to share information on Human Trafficking/Modern Slavery and RAGAS.</p>	<p>RAGAS will create a speaker bureau with speaker request form for Ambassadors and Coordinators to provide programs at a Club level and engage District Governors to invite them to their District Conferences as speaker and HOF participants.</p> <p>Speakers bureau tools will be in the RAGAS online toolbox, making it easily assessable, consistent, yet customizable for local statistics and issues for speakers to share.</p>
	<p>Need better coordination of HT/MS efforts at a Zone, District and Club level to allow for better collaboration on projects and grants reducing or eliminating duplication and leverage funding opportunities.</p>	<p>RAGAS will engage Rotarians to create membership, ownership and engagement in RAGAS at all levels:</p> <ul style="list-style-type: none"> • Build-out Zone/District Coordinator program • Create a Club HT/MS Liaison to work with Coordinators/Ambassadors (including Rotaract and Interact Clubs) • Liaisons/Ambassadors would help organize club program/speakers to spur forward local clubs into action for a community awareness program

Stakeholder	Problems	Solutions
<h2 data-bbox="111 272 527 329">General Public</h2>	<p data-bbox="604 256 1205 415">The general public, is either unaware that HT/MS takes place in their community, or don't understand the problem, so they don't recognize the urgent need for education and prevention.</p>	<p data-bbox="1226 256 2003 383">RAGAS will create an easily accessible CAPE toolbox for Rotarians/RAGAS members to increase awareness in their local communities with the intent of providing prevention education.</p>
	<p data-bbox="604 456 1205 643">The general public doesn't have a grasp on basic human rights as a baseline (dating, healthy relationships, child sexual and/or physical abuse, forced marriage, labor/employment terms and conditions, etc.).</p>	<p data-bbox="1226 456 2013 545">RAGAS will include basic human rights materials in the CAPE campaign toolbox for Rotarians to increase awareness in their local communities.</p>
	<p data-bbox="604 708 1205 805">There is too much HT/MS information out there and it is overwhelming – how do I narrow it down?</p>	<p data-bbox="1226 699 2003 854">RAGAS will provide data and resources from reliable sources in a clear way to present the local stats on trafficking (pull from existing sources that will update such as Polaris, UN, ILO, US Dept of Labor etc. and put on our website)</p>

Stakeholder	Problems	Solutions
<p>Schools/ Universities and Educators</p>	<p>Localities may or may not have mandates to provide HT prevention curriculum to protect students.</p>	<p>If no mandate exists, RAGAS can help local Club with how to work with local leaders to pass a mandate. Provide sample text behind member password protection on website in toolbox.</p> <p>If one exists, RAGAS can help a local club work with their local schools to select a curriculum.</p>
	<p>There are too many options for curriculum/content choices – how do we pick one and how do we know it will meet the requirements?</p>	<p>RAGAS provides recommended criteria to help Rotarians to partner with schools, government and nonprofits to implement an educational campaign or curriculum appropriate for their local schools in the RAGAS toolbox.</p>
	<p>May not have funding mechanism in place for implementing curriculum</p>	<p>RAGAS firmly believes funding should never be the limiting factor to implementing life-saving HT/MS prevention education and will mentor local Rotary Club as they apply for grants or fundraise to offset the cost of selected curriculum</p>

Stakeholder	Problems	Solutions
Local Government/ Elected Officials	The general public, parents, educators, fellow elected officials, etc. are either unaware that human trafficking takes place in their community, or don't understand the problem, so they don't recognize the need for prevention education.	RAGAS will empower Rotarians to access the toolbox to create a community awareness campaign and help educate the general public and local officials alike, creating the awareness of and desire to implement prevention education mandates.
	May not know where to start to address HT/MS at a local level – or how to best craft legislation or mandates to require prevention education as part of primary and secondary education.	RAGAS can help local Club connect with an Ambassador and/or Coordinator in their area to help work with local leaders to pass a mandate – as well as connect with other Rotarians who have experience to mentor them. RAGAS will provide resource links to Countries/States with successful legislation and/or mandates in the member ToolBox.

Stakeholder	Problems	Solutions
Parents/ Guardians	Parents/Guardians are often either unaware that human trafficking takes place in their community, or don't understand the problem, so they don't recognize the need for education and prevention.	RAGAS will create a CAPE toolbox for Rotarians to increase awareness in their local communities.
	Parents are afraid of how their child will be educated – and the need to be age appropriate in what and how anti-trafficking education is communicated.	In the RAGAS CAPE Toolbox will be a criteria to vet curriculum against in order to select age appropriate content which will be delivered by teachers who know the students.

Stakeholder	Problems	Solutions
Students, including primary, secondary and university	Students are either unaware that human trafficking takes place in their schools, or don't understand the problem, so they don't recognize the signs or feel empowered to report it.	The RAGAS Toolbox will have a CAPE campaign for Rotarians to increase awareness in their local communities with the intent to create demand to bring prevention education into the schools. RAGAS will engage Interact and Rotaract liaisons to create awareness at a student level.
	Students are interested and want to be engaged socially, but lack an avenue to join in the combat.	Engage and/or start Interact and Rotaract clubs focused on human trafficking/modern slavery prevention and provide mentoring for those clubs.

Stakeholder	Problems	Solutions
NGO's – including curriculum providers	How can Rotary/RAGAS help curriculum providers to partner with local clubs and communities to enhance/expand their prevention/education efforts?	RAGAS will help local clubs build strong relationships with their NGO/Curriculum partners and mentor them as they work together to jointly promote and implement human trafficking/modern slavery awareness and prevention education projects.

COMPETITIVE EDGE

The Rotary Action Group Against Slavery has many advantages over the existing structures under which Community Awareness and Human Trafficking Prevention Education are traditionally handled.

- Rotary is the world's largest service club organization with 1.2 million members in over 90 countries. Rotary has undertaken global humanitarian and health projects (eg. eradication of polio) and has partnered with governments, businesses, and NGO's etc. to ensure successful outcomes and solutions to global problems. There is no international service organization with the capacity and capability to end human trafficking as is Rotary.
- RAGAS is the only Human Trafficking and/or Modern Slavery focused Rotary Action Group
- RAGAS has 500 members spanning 62 Countries on 6 Continents.
- RAGAS has a plan to influence RI to address human trafficking worldwide and thereby to influence and activate a network of over 1.2 Million Rotarians globally to take action against human trafficking in all of its forms at a local level.
- Rotarians are well connected in their communities and are known problem solvers and skilled partnership builders; both skills are necessary to creating a community based awareness and prevention education program.

EVAULATION AND RESULTS

In order to know whether our mission is making the difference we expect it to make in the lives of our stakeholders and in the community and world, it is necessary to evaluate our results. The evaluation portion of the service delivery model is critical in helping the leadership team prioritize activities and allocate resources appropriately.

There are four key concepts to understand regarding evaluation for RAGAS Community Awareness & Prevention Education strategy and projects.

1. OUTCOMES

Outcomes are the changes in individual behaviors or circumstances we hope to see as a result of our work.

2. IMPACTS

Impacts are the changes in global behaviors or circumstances we hope to see as a result of our work.

3. METRICS

Metrics are units of information that define how we will know success when we see it.

4. MEASURES

Measures are the processes, systems, activities and equations we will use to test the metrics you have collected.

METRICS – HOW WILL WE KNOW SUCCESS WHEN WE SEE IT?

OVERVIEW OF DEFINITIONS:

Metrics: a quantitative (numerical, can be *counted*) or qualitative (personal, can be ascertained from participant reports) statement about what the CAPE committee believes indicates success.

Measures: a basic method of counting, compiling and reporting on metric progress and results.

EVALUATION BY STAKEHOLDER GROUP

Each stakeholder group has a different set of problems and solutions, and as a result, each has a unique set of metrics and measures to consider. The list of proposed metrics is listed below by stakeholder group, maintaining the color coding defined above.

Stakeholder	Outcome/Impact	Metrics	Measures
Rotary Members/ Clubs/ Districts	Provide more speaking and engagement opportunities to increase awareness.	# of programs # of speaking engagements # of outreach booths # of number of Rotarians touched reached	Ambassadors and Coordinators report # of programs, speaking engagements, booths, etc. and number of Rotarians touched per month Example: # of Speaking RAGAS related programs with # of Rotarians reached.
	Elevate RAGAS brand recognition through Rotary Magazines, Blog and e-bulletin releases to increase awareness.	# of articles, posts circulated to # of Rotarians # of hits on website or clicks on newsletters # new members # of log-ins to password protected toolbox and what sections search and how long per page.	Webmaster, writers, etc. report to board number of Public Image engagements each month. Example: # articles published x circulated to # of subscribers = # reached
	Increase engagement by Clubs and Districts in CAPE activities and using ToolBox & Playbook created	# RFPs Completed # Complete District Projects # Club Projects	Committee to gather and analyze RFPs and final project submissions.

Stakeholder	Outcome/Impact	Metrics	Measures
RAGAS Members including Board, Coordinators and Ambassadors	Provide a resource rich website with organized data and resources to help members access what they need, when they need it so they use us as a resource.	# of clicks on which page and how long they stay on each on.	Google analytics can provide which pages get the most activity.
	Accessing the Toolbox	# of logins to member area # clicks on ToolBox and which areas # request for information	Webmaster can provide this information once set-up

Stakeholder	Outcome/Impact	Metrics	Measures
Schools/ Universities And Educators	Increase number of schools implementing quality prevention education curriculum to increase prevention and reduce victimization.	# Rotary clubs engaged # Rotary Districts engaged # Schools # Students impacted	# of times curriculum criteria page is accessed and for how long. # requests for mentoring # of Clubs/Districts reporting success with ToolBox

Stakeholder	Outcome/Impact	Metrics	Measures
Students, including primary, secondary and university	Increase student engagement in CAPE efforts by engaging or establishing Interact and/or Rotaract Clubs focused on the project	# Clubs # Students as members # Students impacted through efforts # Projects Completed	Engage Coordinators, Ambassadors and Liaisons to report the # of clubs and # student members. Club leaders to report # students in the school body and # HT/MS related projects completed and # of people impacted.

GENERAL PUBLIC VALUE PROPOSITION:

The Rotary Action Group Against Slavery is committed to **connect, empower and equip** Rotarians to **engage** their communities to eradicate all forms of Human Trafficking/Modern Slavery, locally and around the globe.

ROTARIAN & RAGAS MEMBER VALUE PROPOSITION:

The Rotary Action Group Against Slavery **connects** Rotarians passionate about ending Human Trafficking/Modern Slavery, **equips** them with the tools they need to **engage** their communities and **empowers** them to eradicate all forms of Human Trafficking/Modern Slavery, locally and around the globe.

STAKEHOLDER VALUE PROPOSITION:

RAGAS *strongly encourages Rotarians and Rotary clubs to build **community partnerships** with **local stakeholder groups** to provide **community awareness campaigns, industry specific education and training** in order to strengthen prevention and increase proper reporting of suspected human trafficking/modern slavery.*

INITIAL BUDGET PROJECTIONS

US\$1,000 x 10 Funded Projects = US\$10,000 in 2021-22.

Human Trafficking/Modern Slavery Prevention Education Curriculum Selection

RAGAS endorses training and curriculum criteria aligned with the United States Department of Health & Human Services Human Trafficking Youth Prevention Education (HTYPE) as outlined below:

Criteria Buckets:

1. **TRAUMA AND RESEARCH INFORMED**

- Survivor informed
- Age and developmentally appropriate
- Researched-based
- Trauma informed and trauma responsive instruction
- Data component/outcomes both quantitative and qualitative

2. **STRUCTURE**

- Online or in-classroom instruction
- High-quality video and online accessible, a plus
- Aligned with country or local educational standards (comprehensive health)
- Student-centered and collaborative
- Problem-based approach
- Experiential learning instruction
- Flexible “tailored approach” addressing specific needs of students in different risk groups
- Gender inclusive
- Cultural and linguistically sensitive
- Multiple languages
- Strong implementation/delivery method
- Protocol components
- Length of session

3. **CONTENT RICH TOPICS**

- Forms of Human Trafficking/Modern Slavery: including both sex trafficking and labor trafficking
- Indicators/red flags
- Risk and protective factors relationship, community, and societal level
- Child abuse to include sexual, mental and physical
- Techniques for students and teachers to recognize and respond to child abuse
- Grooming tactics of human traffickers in multiple situational contexts
- Upstander vs Bystander
- Consent
- Online exploitation prevention
- Physical, emotional, mental, substance abuse

- Healthy relationship and boundaries
- Safety plan for seeking assistance
- Reporting

4. COMMUNITY

- Awareness outreach and education for parents/guardians, business, and community members
 - Peer-to-Peer / service club opportunities (Interact)
 - Available resources for community (Tip Cards, National Trafficking Hotline, Safety Guides, App)
 - Multidisciplinary response
 - State and national partnerships
 - Protocol development established with local stakeholders (law enforcement, child welfare, NGOS, civic leaders, faith based organizations, and the appropriate office of education)
-

Existing programs partnered with RAGAS which meet the above criteria include:

- A21 www.a21.org/
- 3Strands Global Foundation www.3sgf.org
- Anti-Trafficking International www.antitraffickinginternational.org

SCOPE:

Local Rotary clubs partner with other anti-trafficking stakeholders through a “hub and spoke” model to perform a community situational assessment and create an action plan to combat trafficking/slavery using Community Awareness & Prevention Education as the first step in the battle against human trafficking/modern slavery.

Hub – Rotary

Spokes – Stakeholders

Tread – Community (where the rubber meets the road)

PRE-WORK & PLANNING

OBJECTIVE: To engage club in community partnership to serve as the “hub” in a “hub and spoke” model

Step 1. Gain club buy-in

- Invite relevant speakers to increase awareness of situation on local and global problem
 - Governmental Agencies:
 - Department of Social Services
 - Local Law Enforcement
 - Non-Governmental Organizations (NGO's) focused on the problem such as:
 - Rotary Action Group Against Slavery Coordinator or Ambassador for your area
 - Local anti-trafficking and/or survivor services programs
 - Survivors
 - Work with local programs to identify survivors who are willing and able to share their story
- Work with club to identify and engage local stakeholders (example stakeholder list below)

Step 2. Identify and gain buy-in from key (non-Rotarian) partner to serve as Community Co-chair or Champion so it is bigger than a Rotary project

- For example, in the United States, the Rotary Club of Warrenton, Virginia (District 7610) partnered with their county Sheriff, Bob Mosier, who worked with International Justice Mission specifically on Human and Sex Trafficking in SE Asia and was an ideal partner and champion as he had first-hand knowledge to share and the credibility to lend to the project in the community.

Step 3. Identify Stakeholders

- Create spreadsheet with contact information and category type (Law Enforcement, Survivor Services, Media, Education, Community Member, etc.) to be easily searchable when you need it.

PHASE 1: RAISE AWARENESS THROUGH COMMUNITY CONVERSATIONS:

OBJECTIVE: To engage the community and raise public awareness of human trafficking/modern slavery at a local level opening the conversation, using a common language and provide possible solutions to safeguard their community such as prevention education in the schools and community training.

- Schedule multiple Community Conversations starting in the local Middle Schools
 - Reasoning is the average age a minor will be approached by a potential trafficker is 12 years old, this is where they are at age 12
 - Middle schools also usually have smaller auditoriums – so it looks more full than the same number in a large auditorium
 - Engaging the schools in the process gets their buy-in early and helps set the stage for curriculum in schools later
- Provide space for informational booths from Stakeholders to provide additional local resources and information beyond what was shared from the podium
- Plan Speaker Line-up. The purpose is to raise awareness around a very alarming topic. The natural instinct is fight or flight, so plan to go easy on the audience. No more than 1.5 to 2 hours, including Q&A, or you will likely lose your audience. Provide solutions so the audience can get engaged and not leave feeling helpless.
 - Example Speaker Line-up
 - Welcome by hosting school principal (or someone connected to the school)
 - Rotary Club chair acts as emcee to keep things moving and introduces, gently wraps-up who may exceed time, etc.
 - Local law enforcement perspective of local human trafficking/modern slavery situation
 - Federal or Regional Law Enforcement agent to share regional and/or local cases and perspective (videos of newsreels helps make it real as the audience may be familiar with the cases)
 - Survivor or survivor's family member provide their story to "humanize it" and provide a concrete example
 - Education based solution (ideally the eventual curriculum partner who will provide curriculum in schools, or is very familiar with the proposed curriculum to build community support early)
 - Survivor services solution to provide hope for attendees (local victim/survivor advocacy/support group)
 - Questions & Answers – attendees will time need to process what they just heard, so allow lots of time for Q&A
 - Wrap-up from Rotary emcee with call to action to include:
 - Follow Facebook Group to share information
 - Request audience write Letters to the Editor about trafficking and the event to encourage attendance at future ones
 - Volunteer opportunities (handing out posters, inviting people to the next Community Conversation)
 - Hang restroom posters to raise awareness and help potential victims access assistance
 - Education opportunities
 - Ask them to invite your club to other speaking opportunities (churches, businesses, etc.)
 - *Audience will want to help – give them concrete avenues to engage locally*
- Marketing/Advertising

- Create a Facebook or other social media page as the “Hub” to share local/regional HT information
 - Use Facebook Live to live stream one of the conversations for those who couldn't attend, and/or for promotional purposes
 - If possible, have one of them professionally filmed and edited and pin it on the FB page
 - Create the event invitation in the FB page to invite to the event.
 - Add co-hosts such as stakeholders/partners/speakers, Rotary club etc.
 - Encourage everyone to share and invite attendees
- Leverage local media (Newspaper, radio, magazine, television, online, etc.)
 - Write Press Releases/Media Advisories with pictures if available to make it easy for media outlets to
 - Put event in community calendars
 - Write preview stories
 - Write wrap-up stories after the event
- Create simple posters that can be easily emailed and printed by citizens who will help post (request Rotarian and community help through the FB page)
- Send Letters to the Editor for a few weeks before the event as well as share at local community/business events to let them know it is coming

PHASE 1.5: STAKEHOLDER MEETINGS (AT THE SAME TIME AS COMMUNITY CONVERSATIONS)

- Rotary Club members (“hub”) leverage their influence to invite all identified stakeholders (“spokes”) to meetings:
 - Rotarian to facilitate meetings as the “hub”
 - Have Rotary members serve as scribes and note takers – facilitators can't do both and attendees won't take as good of notes as someone who's sole job is to do it (bring note pads, pens, flip charts, markers and easel)
 - Provide nametags and tent cards if possible (bring materials and markers)
 - Invite media to attend and cover all of the meetings to keep community awareness high
 - Meetings can be as frequent as needed for each community, but at least quarterly is recommended to keep momentum
 - Always plan to send an agenda in advance and minutes at the end along with a contact list to all attendees so they have record to refer to
- First meeting: Is a Meet & Greet to introduce the organizations, and what they specifically do in the Human Trafficking/Modern Slavery area and network the organizations
 - Introduce stakeholders – many won't know each other
 - Determine who is doing what – look for overlap (thus partnership opportunities)
 - Identify gaps in services (such as education, awareness, affordable housing, transportation, etc.) – don't solve them yet as this meeting is a comradery building meeting – the gaps will identify who is missing from the stakeholder meeting for next time.
 - Ask at each meeting – “who is not here who should be?”, and invite to the next meeting
 - At the end, ask who is missing that needs to be involved? Get their contact info and invite them!
- Second meeting: Introduce again and start Community Assessment focused on Community Awareness and prevention needs:

- What are the gaps in services that need to be filled from their perspective?
 - Does anyone already fill them?
 - If not, who should?
 - What could that look like?
- At the end, ask who is missing that needs to be involved? Get their contact info and invite them!
- Third meeting: Break in to service areas such as first responders, education, survivor services, service organizations, NGOs, etc., depending on attendees.
 - Have them introduce themselves and then pose a question or two that they can discuss such as:
 - What Gaps do you see that hinder your ability to provide the necessary services to prevent human trafficking?
 - What/Who could fill those gaps?
 - At the end, ask who is missing that needs to be involved? Get their contact info and invite them!
- Fourth Meeting: Action Plan can now start based on what you have gathered from the first three meetings - break into committees to solve the identified problems!
 - Committees can be broken by type of problem, service sector, etc. Don't over think it, let the group of smart, capable professionals dig in and get going.
 - Your job as facilitator is to be sure each committee has a lead and focus. Have them develop an action plan around solving their project during the first half of the meeting -
 - The second half of the meeting is for each committee to report out their solution to the problem they were working on.
 - Open it for discussion and ideas
 - Assign each group to continue working on it and send a developed action plan at least 1 week before the next meeting so the facilitator can compile them for everyone to read.
- Fifth Meeting and beyond: Continue working through the action plans, reporting back to the Rotary Club Board with any needs Rotary can step in to fill. This is a community problem that the community can solve as long as the hub and spokes are working together!

PHASE 2: PREVENTION EDUCATION CURRICULUM IN SCHOOLS:

OBJECTIVE: To have one consistent curriculum in all schools in locality so all students are educated and safeguarded equally.

- This will also reduce the potential expense without additional customization by provider.
- Recommendation is to vet the provider and their curriculum's effectiveness in reaching students in a language they will understand and be compelled to engage
- Recommend curriculum be delivered by a regular teacher as it proves more effective than a one-off guest speaker and/or video which only allows for those in attendance that one day to hear and because the content can be startling, often block-out in fight or flight reaction

- A regular teacher is also with the students for the entire semester and in the school, so they are more likely to cue in to signs of trafficking and will have a relationship to address the student if suspected as a possible victim
- Hold an "Education Summit" inviting all public, private schools and higher education (university and/or community college) in the locality to meet preferred provider, review curriculum, discuss roadblocks and how to overcome them
 - Perceived roadblocks will likely be:
 - District Time – Make it easy on the schools, stakeholders can do their homework and recommend a specific curriculum to take the pressure off of the schools (*RAGAS endorses training and curriculum criteria aligned with the United States Department of Health & Human Services Human Trafficking Youth Prevention Education (HTYPE) as outlined below in the Prevention Education Toolbox, also in the Toolbox is a list of vetted providers to assist clubs in selecting a partner*):
 - Classroom Time – recommend partnering with an educational curriculum that ties directly to one or more educational standards so it finds a place in the school (typically in Health, Social Sciences or Family Life Education)
 - Financial – offer for the Club to partner with schools and curriculum provider to write grants and/or fundraise to cover the cost
 - Age Appropriateness – some schools are concerned about teaching this anti-trafficking content to younger students; however data shows that the average age of a trafficker approaching a potential victim is 12 years old. That means traffickers are approaching much younger students, as well as older students to get to that average. The earlier it is addressed, the more protected your community will be. Age appropriate curriculum which addresses some of the periphery issues that surround trafficking such as bullying, healthy relationships, mental health, appropriate online contact, drug abuse and more starting in elementary school gives the building blocks necessary to protect communities.
 - Perceived Parental Pushback – gain parental buy-in with a second round of Community Conversations with an invitation from the Principal and PTA/PTO to attend and gain an understanding of how vulnerable students are and how to protect them through education
 - Use stakeholder and Rotary influence in the community with media and personal conversations to build consensus and community support for curriculum
 - Access the Human Trafficking/ Modern Slavery Prevention Education Toolbox for curriculum vetting criteria and a list of vetted partners.

PHASE 2.5 – COMMUNITY EDUCATION/PARTNERSHIPS:

OBJECTIVE: To safeguard the community by increasing industry specific training leveraging NGO partnerships to provide the training and education for each group so their entire staff is trained.

- Educate community members through one-day identification and response training (could be offered multiple times throughout the community).
 - Health care (ER, mental health providers, pregnancy centers, OB/GYN, addiction centers)
 - Fire & Rescue
 - Law Enforcement
 - Prosecutor's office
 - Department of Social Services

- Places of worship
 - NGOs and community with youth in their mission such as youth service organizations, sports leagues, etc.
 - Hotel/motel staff
 - Trades industries (plumbing, electrical, cabling, heating/air-conditioning, etc.)
 - Transportation (Bus, Train, Airports, Ferry, Shipping Port, etc.)
- Create "Safe Zones" where youth can get help free of judgment with confidence that employees/staff within those facilities will understand what they are talking about and know how to quickly get help.
 - Hospitals
 - Schools
 - Recreational centers
 - Community centers
 - Places of worship
 - Fire departments
 - Hotels
 - Malls/Shopping Centers
 - Transportation Hubs
- Rotary Clubs can write grants and fundraise to cover the costs of these types of trainings if there is a shortfall

Examples of Stakeholders (many are ALREADY Rotarians):

- Survivors
- Other NGO's in the anti-human trafficking/modern slavery space (ask law enforcement agencies if you don't know who to start with)
- Public / Private Schools / Home School Co-ops
 - Superintendent of Public Schools and Headmasters/Administrators of Private Schools
 - School Board
 - PTA/PTO, parental organizations
 - School Principals
 - Nurses
 - Counselors
 - Curriculum specialists
 - Student services
 - Family/Life Education Teachers
 - School Resource Officers
 - Bus Drivers
- Higher Education – Provost or Dean of Community College or local University
- Private/Public funding sources/foundations such as community foundation
- Religious Organizations/Churches/Temple/Synagogue
- Legal Field:
 - Judges
 - Prosecutors
 - Attorneys
- First Responders
 - Fire & Rescue
 - Local Police

- Regional office
 - Federal law enforcement
 - Other gang/drug/trafficking taskforces
- Elected officials:
 - Local elected officials
 - State Elected Officials
 - Federal Elected Officials (will likely send an aide if you ask!)
 - Local Chairs of various Parties
- Local Government Admin
 - County Executive or Administrator
 - Town Manager/Planning Dept. Director (they are in charge of zoning)
 - Dept of Social Services Director
 - Community Service Board
 - Health Department
- Health Care:
 - Hospital Administrators
 - Emergency Room
 - Free or Community Health Clinic
 - Mental Health
 - Social workers
 - OB/GYNs
 - Pregnancy Center
 - Drug/Alcohol Recovery Programs
- Non Governmental Organizations / Community Groups:
 - Interact / Rotaract Advisor
 - Boys & Girls Clubs
 - Boy Scouts / Girl Scouts
 - Youth Sports
 - Family/Homeless Shelter
 - Food banks
 - Sports Leagues – especially travel teams (soccer, gymnastics, cheer, etc.)
 - Service groups:
 - Interact
 - Kiwanis
 - Ruritans
 - Civitans
 - Lions
 - Moose Lodge
 - Elks Lodge
 - Masons
 - Chamber of Commerce/Business Association
- Media
 - News Papers
 - Online Media
 - Magazines
 - Radio
 - Television
- Transportation organizations
 - Busses
 - Metro/Trains
 - Airports
 - Shipping/Port Authorities