Building Content: Linking Services and Data to Your Why

Wednesday, August 16, 2023
2–3:30 p.m. e.t.

Presenters

Bethany Gilot, Office for Victims of Crime (OVC) Human Trafficking Collective (HTC) Technical Assistance Navigator

Aubrey Lloyd, OVC HTC Project Director

We will share the material presented during today's session, along with the session recording, with attendees via email in the next few days. *The session will be recorded and will begin shortly.*

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Presenters
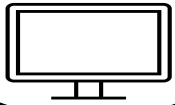
Aubrey Lloyd

Bethany Gilot

Quick Technical Reminders

- Participation

- Materials

- Closed Captioning
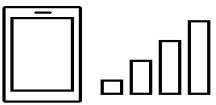
- Technical Support

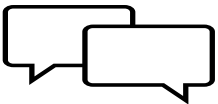- Evaluation

Engagement Tools

Mentimeter

We will use **Mentimeter** throughout today's session. Access the tool by following the instructions outlined on the designated slides.

Poll

We will also use **Zoom polls**, which will appear on your screen automatically.

Chat

Please use the **Chat** feature to raise any questions or comments during the session.

Reflection

We will use the **reflection icon** to direct you to your **course handbook** to record any reflections during the presentation.

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Session 2 Objectives

Discuss the use of human trafficking drivers and opportunities and the importance of linking identification strategies to local services and data.

Identify strategies for choosing specific, tailored content (e.g., data and case scenarios) depending on audience type.

Demonstrate effective, engaging data storytelling in the human trafficking field (e.g., creating buy-in without sensationalizing and miscontextualizing the data and data trends).
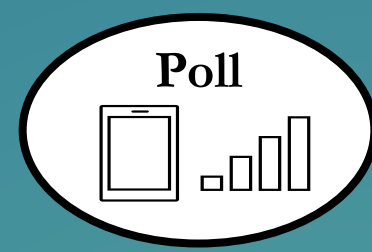
Icebreaker

Pre-Training Assignments

Contribute to the group Jamboard, and complete the coursebook self-reflection questions.

What came up for you after completing the pre-training activities? Were any questions hard to answer?

Key Content Building Reminders

- What is the why behind adding the content?

- How will the why help you meet your training objectives?

- Are you incorporating survivor expertise in creating, informing, reviewing, and delivering the content, as applicable?
  - Remember your program goals.
  - Incorporate client feedback.
  - Represent diverse trafficking settings, demographics, and service experiences.

- How are you evaluating the success or impact of this training?
  - Referrals
  - Formal feedback or evaluations
  - Donors
  - Volunteers

Related Resources
National Survivor Network, *Meaningful Engagement of People with Lived Experience* toolkit
OVC's Survivor Engagement Training and Technical Assistance (SETTA) Project: SurvivorEngagementTTA@icf.com
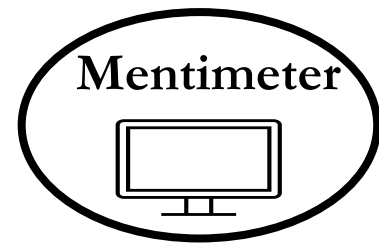
Three easy ways to participate:

1. Click the Menti link provided in the chat.

2. Go to Menti's website and enter the code **7818 2474**

3. Use your phone to capture the QR code.

What Is the Problem With Red Flags?

Where did they come from? → Are they what you see?

Do they help all survivors to be seen? → What else are they promoting?

Red flags are another form of sensational imagery and language.

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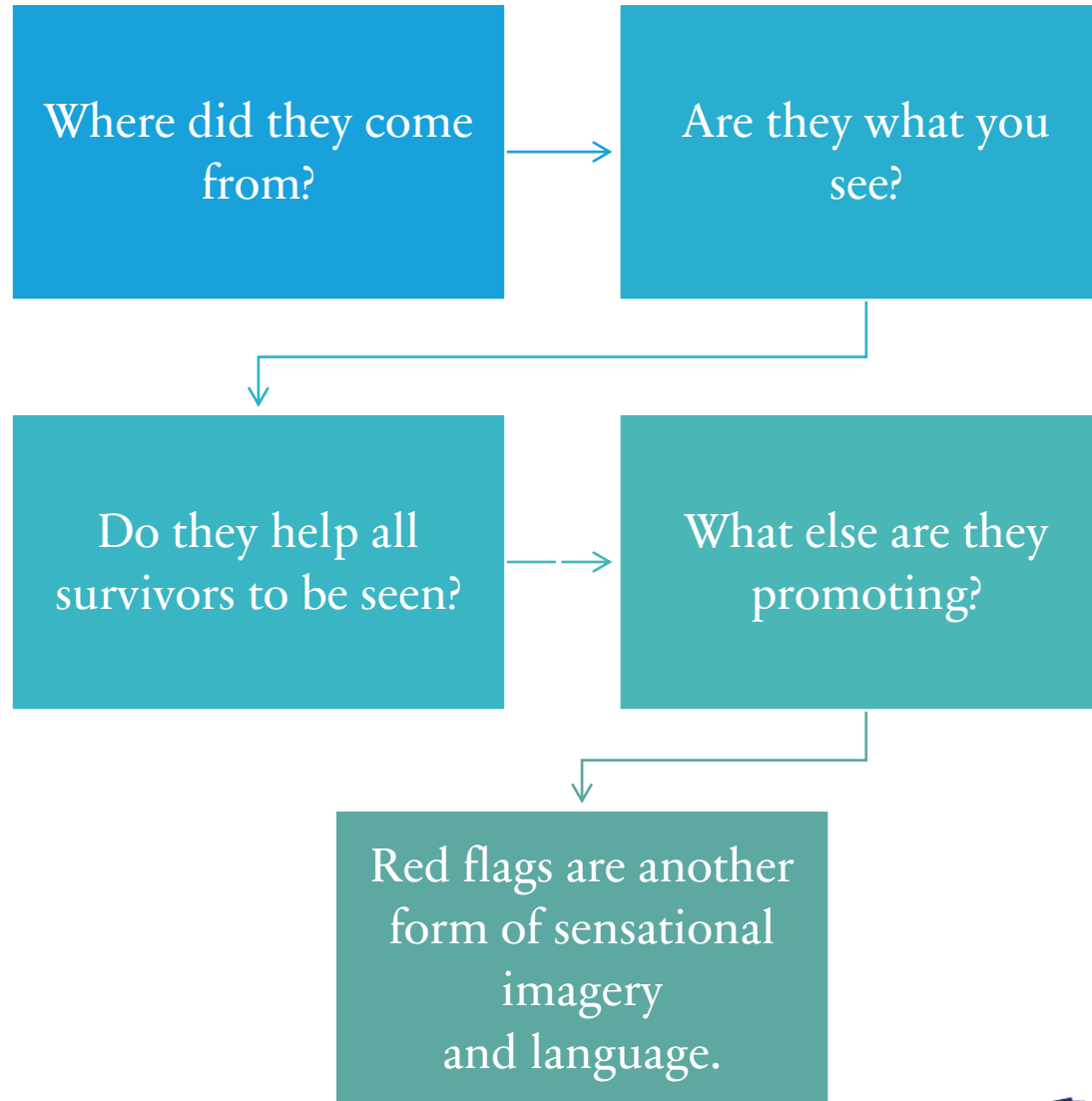
- **Re-traumatizes and re-exploits survivors**

- **Obscures accurate information**
  - Causes audiences to pay attention to sensationalism
  - Makes audience less likely to recall facts
  - Makes audience more likely to remember sensationalized items as facts
  - Disrupts the longevity and resiliency of our field(s)

- **Creates space for conspiracy theories and misinformation to thrive**, because it gives permission to misinformed individuals to use and replicate sensationalized images and language

- **Prevents and limits real victims from being identified**, because they don't match the indicators in sensationalized red flag materials

- **Raises the wrong bar**, further promoting sensationalized language and imagery

What's the Cost?

Action Versus Apathy

In the next few slides, we will ask you to point out where we can increase action for your audiences.

Drivers and Opportunities

Community Drivers

- Lack of accessible resources or unattainable criteria to access resources
- Barriers to equal access to social capital, education, and recreational and employment opportunities
- Lack of right to wellness
  - Extends beyond available medical services and includes gender-affirming care
- Lack of education on worker and labor rights
- Mental health stigmatization

Community Opportunities

- Menti Activity

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Reaching the Root of Why

Why was this person at increased risk of trafficking?

They are experiencing homelessness.
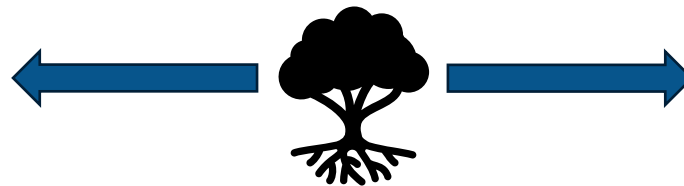
Why are they experiencing homelessness?

They are facing long housing waits and are not eligible for affordable housing resources.

Why do they face long housing waits and not meet the eligibility criteria for affordable housing resources?

Where can we cause **action**?

Why?

This is often where we stop.

Why?

Why?

Why?

Why was this person at increased risk of trafficking?

They have missed a lot of school.

Why have they missed a lot of school?

They are bullied and have no school-based support systems.

Why are they bullied and have no school-based support systems?

Where can we cause **action**?

Data in Training: Connection to Services

Data and Content Presented > Community and Audience Engagement and Awareness > Organization Service and Referral Information

Related Resources
Data Source Examples Handout & Data in Training Best Practices Handout
HTC Communities of Practice (CoP), Data Driven Outreach (November 2022)

Data in Training: Connection to Identifying Gaps
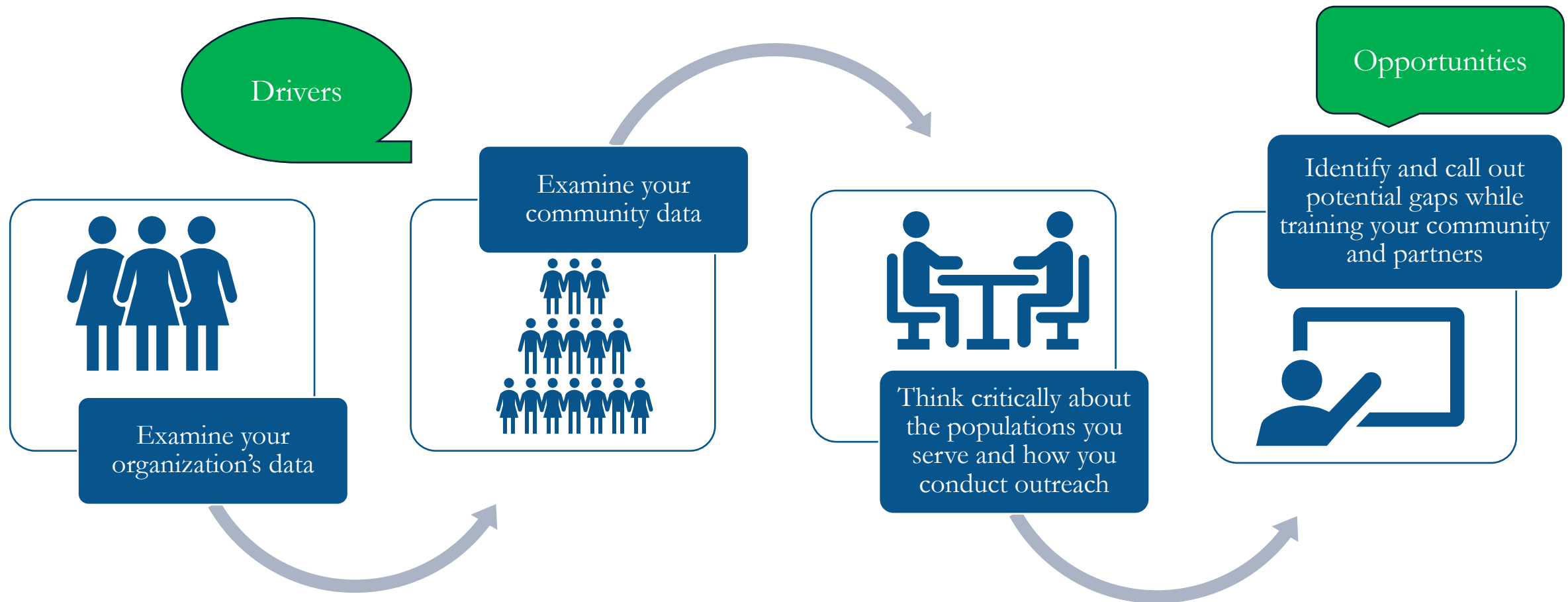
Equity and Diversity in Data

Consider: Who may be overrepresented or underrepresented in the data? What are the implications of being overrepresented or underrepresented?

Collection of Data → Analysis of Data → Presentation of Data

Audience Engagement

Which training slide is more applicable for an audience of Department for Children and Families case managers focusing on labor trafficking in Cincinnati?

Slide #1

National ILO Human Trafficking Statistics

24.9 million people are victims of forced labor. (ILO, 2017)

16 million people are trafficked for forced labor in the private economy. (Private economy includes: private individuals, groups, or companies in all sectors except the commercial sex industry). (ILO, 2017)

4.8 million people are trafficked for forced sexual exploitation. (ILO, 2017)

4.1 million people are trafficked for forced labor in state-imposed forced labor.It is estimated that 20.9 million people are trafficked worldwide. (ILO, 2017)

Slide #2

Ohio – Minor Labor Violation Data

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▶There are clear concentrations of minor labor violations in the cities of Columbus, Cincinnati, and Cleveland.

▶Source: https://www.dol.gov/general/topic/youthlabor/enforcement
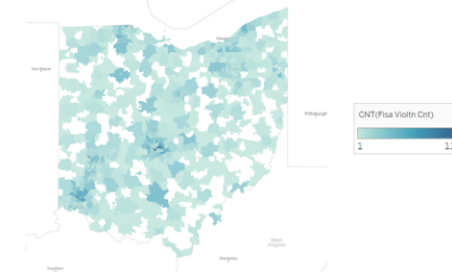
Industry	Percentage of Minors Violations
Limited-Service Restaurants	26%
Full-Service Restaurants	20%
Supermarkets and Other Grocery (except Convenience) Stores	5%
Hotels (except Casino Hotels) and Motels	4%
Motion Picture Theaters (except Drive-Ins)	3%
All Other Amusement and Recreation Industries	3%
Non-citrus Fruit and Tree Nut Farming	2%
Caterers	2%
Golf Courses and Country Clubs	2%
Amusement and Theme Parks	2%

Content: Case Scenarios

Where are your drivers and opportunities?

- Represent all types of human trafficking scenarios.

- Be culturally responsive.

- Warn that scenarios challenge common misconceptions and do not indicate severity or frequency of situations.

- Focus on supporting the whole person and building rapport.

- Incorporate trauma-informed principles when describing the scenarios (e.g., do not sensationalize the scenarios).

- Match the role of the audience you are speaking to, enhancing their understanding of their roles and responsibilities.

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Breakout Rooms

1. Assign a notetaker or reporter.

2. Brainstorm a case scenario that you can use for a specific audience.

3. Discuss the current data best practices you are implementing in your trainings.

4. Discuss the current data best practices you would like to implement in your trainings.

Case Scenario Best Practices

- Represent all types of human trafficking scenarios.
- Warn that the scenarios do not indicate the severity or frequency of situations.
- Connect the scenarios to indicators or protective and risk factors you've trained on and noted already.
- Incorporate trauma-informed principles when describing the scenarios (e.g., do not sensationalize the scenarios).

Data Best Practices

- Provide context for the data.
- Think critically about the data sources used.
- Triangulate different sources.
- Engage and connect with the data.
- Dispel any known misinformation.

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Report Back

- Share your case scenario (audience, objective, and details) with the group.

- What best practices are you currently using?

- What practices will you implement after today?

Content Reminders:
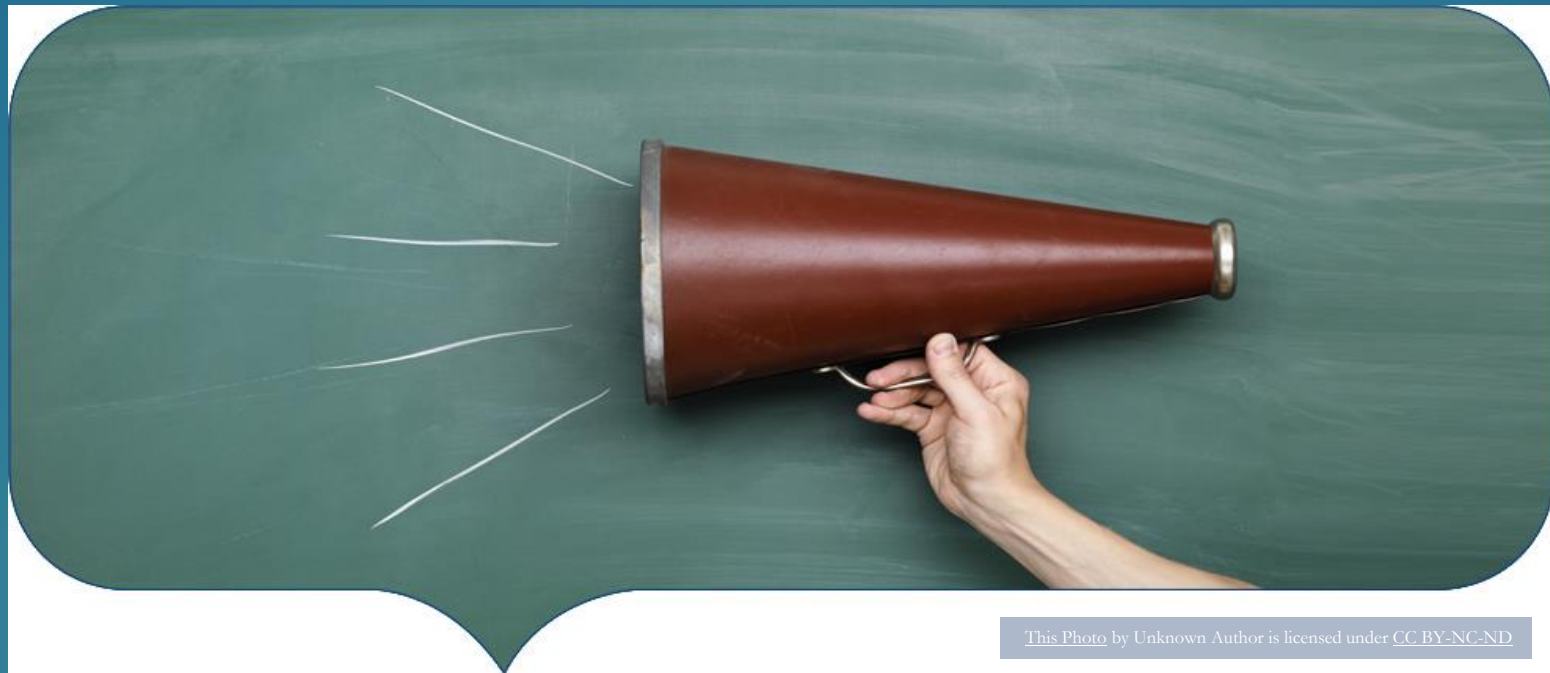## Based on the Audience, What Is Their Why?

Integrate drivers and opportunities.

Highlight the connection of multiple factors using situational descriptors rather than personal attributes.

Share relevant and ethical data.

Provide action (versus apathy) for your audience.

This Photo by Unknown Author is licensed under CC BY-NC-ND
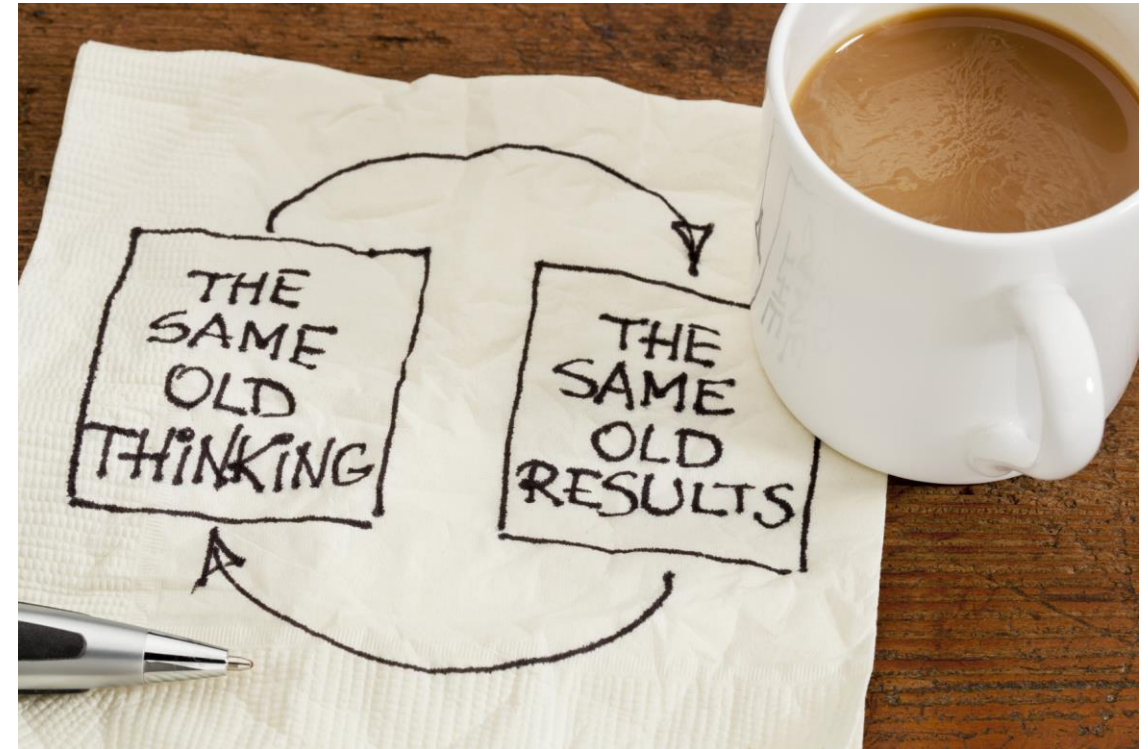
Advocate for Change

- Push back on the use of any trauma narrative.

- Use ethically framed and reliable sources.

- Align training and outreach with actual program goals.

- Understand the needs of and gaps for survivors in your community.

Review: Session 2 Objectives

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Pre-Session 3 Assignments

Required (complete prior to August 23)

1. Review: Training Material Development Checklist (15 minutes)

2. Watch: *Reimagining Equity Work (TEDx Talk Video*) (15 minutes)

3. Contribute: Pre-Session 3 Group Jamboard (15 minutes)

4. Reflect: Session 3 Coursebook Questions (30 minutes)

Next Session

Session 3: Fine-Tuning Your Delivery

- **Date:** Wednesday, August 23, 2023
- **Time:** 2–3:30 p.m. e.t.
- **Link:** Please use the link provided in your series materials to access this session.

Questions? Let's Talk Collaboratively!

Add your questions or thoughts to the course [Teams Site Discussion Board](#) during the next week, and feel free to answer and discuss together as a group!

Evaluation

At the conclusion of each session, you will be prompted to complete a short evaluation survey for that session. Please select *Continue* to go directly to the evaluation.

We sincerely appreciate your feedback!

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