

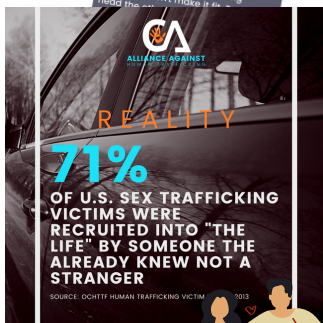
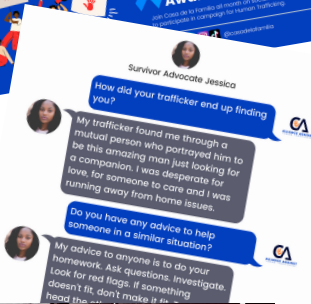


## HUMAN TRAFFICKING SOCIAL MEDIA AWARENESS CAMPAIGN

California Alliance Against Human Trafficking is a collective social media campaign combatting human trafficking in the 21st century. The purpose is to advance the education of human trafficking by strengthening the network connections across California in the areas of **protection**, **prosecution** and **prevention** using a victim-centered and trauma-informed approach, including the sharing and accessing of resources to support all victims regardless of race, gender, age, or national origin.



CAMPAIGN START DATE  
**SATURDAY**  
**JANUARY 1, 2022**



### WHAT IS THE PROBLEM?

Human trafficking, often referred to as modern-day slavery, is the deprivation of a person's liberty to obtain forced labor or commercial sex. This includes any person who attempts to persuade someone under the age of 18 to engage in acts of prostitution. The number of victims of this crime is still difficult to estimate due to a lack of education, training and resources. However, since 2014 a total of 14,892 youths have been identified by California Child Welfare Services after amendments to state law to categorize the commercial sexual exploitation of children (CSEC) as child abuse, making it a mandated reporting matter.



### WHY SHOULD I JOIN?

- Amplify your voice alongside others
- Survivor stories & advice to help other victims
- Reliable data and statistics
- Real case investigation & prosecution of traffickers
- Sharing of resources & expertise across California
- Myth busting & deciphering fact vs. fiction



### HOW DOES IT WORK?

- Sign up to be part of the alliance at any time
- Receive social media posts ready to go you can personalize
- Post in Instagram, Facebook, Twitter or TikTok
- Add hashtag **#atwhatcost** to stay connected online



### IT'S GO TIME!

- Email Project Manager Alexis Lopez at [ALopez@casadelafamilia.org](mailto:ALopez@casadelafamilia.org) & OCHTTF Task Force Administrator Assistant Brandi Velez at [BVelez@waymakersoc.org](mailto:BVelez@waymakersoc.org)
- Subject line: CA Alliance Against HT Campaign
- Include: Organization, point of contact, & interest in joining