

NO ROOM FOR TRAFFICKING DAY OF ACTION TOOLKIT

As part of the No Room for Trafficking campaign, AHLA is working to coordinate members in a Day of Action for World Day Against Trafficking in Persons on July 30, 2019. This toolkit outlines several ways to take action and join us in raising awareness about human trafficking prevention, as well as additional resources on the hotel industry's commitment on this issue and statistics around human trafficking.

In 2013, the United Nations adopted a resolution designating July 30 as World Day Against Trafficking in Persons declaring that such a day was necessary to "raise awareness of the situation of victims of human trafficking and for the promotion and protection of their rights." By participating in World Day Against Trafficking in Persons, you send a clear message that our industry is unified and committed to playing an instrumental role in helping to end the scourge of trafficking.

AHLA MEMBER CALL TO ACTION

AHLA is encouraging membership to engage in a Day of Action with your employees to highlight the ongoing efforts of the industry to combat human trafficking and share those stories with AHLA as we showcase the unified efforts of the industry nationally. The following toolkit provides several specific actions you can take to participate alongside AHLA on July 30, 2019.

Adopt AHLA's Action Plan

AHLA encourages you to join us in participating and recognizing World Day Against Trafficking in Persons by committing to adopt AHLA's No Room for Trafficking campaign Action Plan and sharing your commitment with us social media on July 30 by tagging #NoRoom.



As part of the hotel industry's continued efforts to end human trafficking, AHLA launched the No Room for Trafficking campaign to expand on current training and efforts to educate employees on the signs and indicators of human trafficking.

For additional information, please visit [AHLA.com/NoRoomForTrafficking](https://www.ahla.com/NoRoomForTrafficking)

ACTION PLAN

With research, industry data and recommendations from national human trafficking prevention leaders, AHLA has developed an industry action plan, in partnership with our partners Polaris and ECPAT-USA, with the following five components:

1. **Training staff on what to look for and how to respond.**
2. **Displaying human trafficking indicator signage.**
3. **Establishing a companywide policy.**
4. **Ongoing coordination with law enforcement.**
5. **Sharing success stories and best practices.**

Share your commitment to AHLA's Action Plan by emailing: NRFT@ahla.com.

Help us raise awareness about the industry's unified approach to addressing human trafficking by posting about your commitment to adopt AHLA's Action Plan on social media by tagging #NoRoom.



Share Your Story

We encourage you to share best practices, unique partnerships with local law enforcement or instances where your hotel has identified and stopped trafficking with us by emailing: NRFT@ahla.com.

Host a Training Session

AHLA believes strongly that the hotel industry must continue to do everything it can to be unified in raising awareness of human trafficking by training hotel workers on the vital role that they can play in helping victims. Through the campaign, we are aiming to train every employee across the industry in human trafficking prevention.

To help us showcase our industry's commitment to training, we are calling on members to participate in the **World Day Against Trafficking in Persons Day of Action** by hosting training sessions for employees and those sharing training sessions across social media by taking the following steps:

- ▶ If you recently hired new employees, have employees who have not yet taken human trafficking prevention training or have employees who would like to refresh their knowledge on prevention techniques, host a training session for your employees on July 30.
- ▶ Share a photo of employees taking the training with us on social media by tagging @AHLA or #NoRoomforTrafficking for a chance to be shared on AHLA's social media channels or to be featured in our monthly newsletter.
- ▶ Share your scheduled training with us so AHLA can help amplify our member's efforts to combat trafficking by submitting your scheduled dates of trainings and photos by emailing: NRFT@ahla.com.

Training Resources

Your Role in Preventing Human Trafficking: The American Hotel and Lodging Educational Institute's long-standing online training program, available through AHLEI by the [AHLA](#) partnership with [Marriott International](#), [ECPAT-USA](#) and [Polaris](#), addresses the issue of human trafficking and discusses the intersections between human trafficking and the hospitality industry. The training is available in 17 languages to ensure that global hospitality organizations can share this important program as widely as possible.

To customize the training for your hotel or brand, visit: [AHLEI.org/program/human-trafficking](https://ahlei.org/program/human-trafficking).

For additional training programs, visit [Polaris](#), [ECPAT-USA](#) and [BEST](#).

Engage in Social Media: Sample Social Posts

We also hope that you will consider raising awareness of World Day Against Trafficking in Persons as well as our industry's unified commitment to combatting trafficking by sharing one of the sample social media posts below, tagging #NoRoom and #WorldDayAgainstTrafficking.

- ▶ Example 1: On #WorldDayAgainstTrafficking our hotel is joining the fight to end trafficking by hosting a training session for our employees on ways to combat trafficking. @AHLA #NoRoom [INCLUDE PHOTO]
- ▶ Example 2: Hotels are leading the fight to end human trafficking. On #WorldDayAgainstTrafficking learn more about AHLA's #NoRoom campaign here: [AHLA.com/NoRoomForTrafficking](https://ahla.com/NoRoomForTrafficking)
- ▶ Example 3: Human Trafficking is a \$150 billion industry impacting 40 million men, women and children across the globe. Join us in the fight to end trafficking by reading more about @AHLA's #NoRoom campaign. [AHLA.com/NoRoomForTrafficking](https://ahla.com/NoRoomForTrafficking)
- ▶ Example 4: Hotels play a critical role in the fight to end trafficking. By continuing to work together and expanding on our current efforts, we can end trafficking. #WorldDayAgainstTrafficking [AHLA.com/NoRoomForTrafficking](https://ahla.com/NoRoomForTrafficking)

Raising Awareness With Guests

In our fight to end human trafficking, it is important to ensure that hotel guests also recognize that our industry is committed to reporting signs of human trafficking. By participating in our Day of Action you can raise public awareness of our unified commitment as well as the indicators of human trafficking.

To request indicator materials for your property, visit [DHS.gov/blue-campaign/request-materials](https://www.dhs.gov/blue-campaign/request-materials).

ECPAT-USA: ECPAT-USA has developed posters that comply with various human trafficking laws, including state-specific cases.

National Human Trafficking Hotline Awareness Materials: The Hotline provides a free, downloadable flyer in 20 languages and a wallet-sized card in English and Spanish. Additionally, the card can be easily downloaded and added to your website.

The Department of Homeland Security's Blue Campaign: This includes options for indicator pocket cards as well as signage [here](#).

Another way that your hotel can raise awareness with guests is through social media posts that highlight our industry's unified commitment to preventing human trafficking in hotels.

- ▶ Example 1: Human Trafficking is a modern-day form of slavery, holding 40 million men, women, and children captive. We're joining the fight to end trafficking by training our employees and raising awareness among our guests to recognize signs of human trafficking. @AHLA
- ▶ Example 2: Join us in our unified fight to end human trafficking by learning to recognize the signs and helping us stop this crime from happening in hotels. #NoRoom
- ▶ Example 3: Our hotel is committed to raising awareness by displaying indicator signage and numbers to call in a suspected instance of trafficking, sending a clear message that there is #NoRoom.

Utilize AHLA No Room For Trafficking Collateral With Staff

Stickers & Pins

AHLA has designed stickers and pins that can be worn to highlight the hotel industry's commitment to human trafficking awareness and prevention. Please wear the sticker or pin at work, and send photos to AHLA so we can share the industry's commitment to ending human trafficking and supporting survivors.

To receive a sticker or pin, please visit [AHLA.com/NoRoomforTrafficking](https://www.AHLA.com/NoRoomforTrafficking).

Provide Staff With Facts

- ▶ **Human Trafficking is a \$150 billion industry.** This modern-day form of slavery impacts 40 million men, women and children across the globe. (Polaris)
- ▶ The vast majority of the detected victims of trafficking for sexual exploitation are females, and **35 percent of the victims trafficked for forced labor are also females**, both women and girls. At the same time, more than half of the victims of trafficking for forced labor are men. (Polaris)
- ▶ **One percent** of victims are rescued. (SafeHouse Project)
- ▶ Hotels are some of the many venues that traffickers use to exploit their victims. (Polaris/ECPAT-USA)
- ▶ **Hotel managers who have undergone training are more aware** of child sex trafficking when it happens, or more willing to report it, than those who have not been trained. (ECPAT-USA)
- ▶ Of hotel managers whose hotels received training, **84% said their associates' awareness of child trafficking increased within the last three years.** In comparison, only 16% of managers whose hotels did not receive training said their associates' awareness increased during that time. (ECPAT-USA)

What To Do If You Suspect Human Trafficking

To get help from the National Human Trafficking Resource Center (NHTRC), call 1-888-373-7888 or text HELP or INFO to BeFree (233733). The hotline has identified and responded to more than 45,000 trafficking cases since 2007 (as of June 2018), including more than 9,000 in 2017 alone.

Do not at any time attempt to confront a suspected trafficker directly or alert a victim to your suspicions. Call 9-1-1 for emergency situations – threats of violence, physical assault, emergency medical needs, etc. Follow your corporate protocol, such as by notifying management, security and local law enforcement.

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