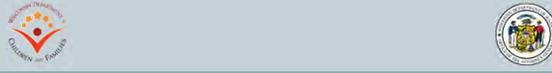


**Anti-Human Trafficking Task Force  
Prevention & Public Awareness  
Workgroup**  
June 15, 2017

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PRESENTATION OF PREVENTION CURRICULA RECOMMENDATIONS

**CO-CHAIRS:**  
NANCY IRIZARRY, DEPARTMENT OF HEALTH SERVICES  
PENNY NEVICOSI, ROCK COUNTY HUMAN SERVICES



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**Presentation Overview**

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- Workgroup charge
- Phases of work and evaluation process
- Recommendations
- Questions and answers

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**Prevention & Public Awareness Workgroup Charge**

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*Public awareness materials will be developed and disseminated to local communities for use in local public awareness activities, thereby achieving statewide public education coverage and a shared statewide message.*

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### Workgroup Phase 1

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#### Monthly meetings included the following activities:

- Identification of three themes needed for effective prevention and public awareness: 1) community awareness/education; 2) assistance to those who have experienced trafficking; and, 3) a focus on ending demand
- Discussion of potential public awareness themes for a public education campaign
- Discussion of targeted audiences that should be considered for public awareness efforts
- Discussion with potential partners to learn about other current public awareness efforts and partnerships to reach a broader population, such as *Voices of Men*

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### Workgroup Phase 2

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- In Fall 2016, workgroup focus shifted to identification of prevention tools and curricula
- Developed a rubric and rating process that provided consistent and important criteria for evaluation
- List of potential curricula and prevention tool kits were identified by the PPA workgroup
- Workgroup members were assigned 1-3 tools/curricula to review using the preliminary selection criteria, and to flag any tools to be considered for further evaluation

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### Evaluation Process: Preliminary

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Reviewed 22 tools

#### Primary considerations:

- Youth focused – focus of program is youth, both male and female and LGBTQ youth – middle and high school
- Primary prevention – focused on youth who have not experienced trafficking or may be at risk of trafficking

#### Additional considerations:

- Peer-to-peer strategies
- Intended user
- Adaptability
- Training
- Cost

**Sex Trafficking Prevention Tool Preliminary Evaluation**

Tool Name: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Validated Tool (circle): YES NO UNKNOWN IN PROCESS

IF YES, validated by: \_\_\_\_\_

Does it require training? YES or NO IF YES, what level of training? Low Medium High

Intended Audience/Target population (circle): Middle School High School College M/F or both \_\_\_\_\_

Target User – Regional Specialist Non-profit organization Schools Others (Public-based, non-profit) \_\_\_\_\_

Can the tool be adapted for other target users (applicable)? YES NO

Is there a cost? Yes No \_\_\_\_\_

Is it primary prevention? Yes No \_\_\_\_\_

Format (specify method of delivery, e.g. 45 minute session): \_\_\_\_\_

Media (on-line, video, in-person, individual or group-based/does it encourage building a support network): \_\_\_\_\_

Peer to peer opportunities/strategies Yes No \_\_\_\_\_

Recommended for Further Review? YES NO

Pros/Cons Summary

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### Additional Recommendations

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- Incorporate components of other curricula as we implement and modify for use in Wisconsin (e.g., *Discovery Dating and More* curriculum developed by Wise Women Gathering Place in Green Bay)
- Develop a supplemental discussion guide related to the video to facilitate conversation, reinforce key takeaways, and promote community engagement and education
- Develop a Speakers Bureau to have a pool of experts available to facilitate presentations at community events throughout various state regions

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### Other Activities

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- Human Trafficking Awareness and Prevention Campaign
  - DCF scheduled a listening session for PPA workgroup members on May 5<sup>th</sup> with the Campaign vendor to provide input on the statewide public awareness campaign
- Human Trafficking Prevention Video
  - DCF and the video vendor will connect with interested workgroup members to gather feedback and committee insight on the video

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### Future Considerations

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- Consider making public awareness and prevention information available in other languages
- Generate a resource list for community based organizations, schools, and others to accompany the public awareness and prevention materials for when a response is needed
- Although these tools were the best ones currently available, there may be other options that emerge as we learn more about sex trafficking

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## Questions

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- Feedback from Task Force members
- Additional considerations
- Additional elements of prevention
- Strategies for how to disseminate prevention and public awareness materials
- Strategies for how to sustain PPA efforts

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## Thank you to our workgroup members!

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- Co-chairs: Nancy Irizarry & Penny Nevicosi
- State staff lead: Jane Penner-Hoppe
- Jodi Emerson
- Libby Mueller
- Jenn Dunn
- Yolanda Shelton-Morris
- Charlene Mouille
- Christine Lidbury
- Nic Dibble
- Sharon Lewandowski
- Ryan Dahlgren
- Sarah Whitman
- Grace Knutson
- Alice Skenandore
- Dana World-Patterson
- Marline Holmes
- Amy Romenesko
- Shirley Paulson
- Jason Ilstrup
- Lashondra Scott
- Nicole Tynan
- Naomi Takahashi

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