

# WI Youth Sex Trafficking Awareness Partner Toolkit



Educating WI partners to engage in the conversation about youth sex trafficking in Wisconsin.

# WI, We Need to Talk...

Dear Wisconsin Community Partners,

The Wisconsin (WI) Department of Children and Families (DCF) contracted with JSI Research & Training Institute, Inc. (JSI) to develop, implement, and evaluate a WI Youth Sex Trafficking Awareness and Prevention campaign. The campaign is entitled: “*WI, We Need to Talk*” and the target audience of this campaign, as defined by DCF, are WI adults ages 35-54. The campaign has a positive focus that meets the Guiding Principles adopted by the WI Anti-Human Trafficking Task Force and promoted by DCF.

The main goal of the campaign is to inform the public that sex trafficking of WI youth under the age of 18 is an issue in urban, rural, suburban, and tribal communities throughout the state. The three sub-goals of the campaign are to:

1. Bring awareness to the indicators that a youth is being sex trafficked or may be at risk of being sex trafficked.
2. Disseminate information about the risk factors that may make youth more vulnerable to being trafficked for sex.
3. Implement an effective statewide campaign that reduces demand and prevents sex trafficking of youth in Wisconsin.

In order to be successful in our efforts to raise awareness about this important issue, DCF feels strongly that we must engage statewide partners, such as your organization, to leverage existing communication channels to reach our target audiences. If your organization interacts with youth and adults in your community, you have the power to help us engage our communities regarding this crucial issue and strengthen the reach of this campaign. This toolkit was designed specifically to help your organization engage in this conversation through social media channels by providing carefully crafted social media messages and other additional resources, found at [www.WisconsinTalks.org](http://www.WisconsinTalks.org).

On behalf of DCF, thank you for supporting this important work to end trafficking in Wisconsin!

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# About the Campaign

The “*WI, We Need to Talk*” campaign was informed by formative research, conducted in Wisconsin in the spring and summer of 2017, which included stakeholder input, listening sessions, partner surveys, and focus group market testing. The campaign was developed specifically to bring awareness to the indicators that a youth is being sex trafficked or may be at risk of being sex trafficked and to disseminate information about the risk factors that may make youth more vulnerable to being sex trafficked.

In the formative research phase JSI collected feedback on:

- Message concepts, visuals, key messages and language
- Key message comprehension and resonance
- Barriers or facilitators to the call to action steps
- Ranking of sample creative materials
- Motivation to take action after viewing materials
- Confidence in ability to find more information after viewing materials
- Preferred communication channels

## **Calls to Action**

The campaign encourages residents to:

- Visit [www.WisconsinTalks.org](http://www.WisconsinTalks.org) or call 211.
- Find out more at [www.WisconsinTalks.org](http://www.WisconsinTalks.org) or call 211.
- Learn what puts youth at risk for trafficking so you can help prevent it.

## **Key Messages**

The core messages of the campaign are:

- *WI, we need to talk* about youth sex trafficking. It’s OK to talk about it. In fact, we encourage it.
- Talking about human trafficking is hard, experiencing it is harder.
- Help us start the conversation about youth sex trafficking in WI.

## **Campaign Elements**

1. Billboards
2. Bus stop advertising
3. Indoor advertising
4. Digital advertising statewide
5. Campaign website [www.WisconsinTalks.org](http://www.WisconsinTalks.org)
6. Downloadable posters available at (INSERT ACTIVE LINK)
7. Downloadable social media toolkit AVAILABLE AT (INSERT ACTIVE LINK)

## **Digital Outreach**

The website—[WisconsinTalks.org](http://WisconsinTalks.org)—serves as the centerpiece for the campaign. It offers information about the campaign, including materials & resources, how to report trafficking, and highlights the indicators and risk factors that put youth at risk for sex trafficking. The digital campaign advertising strategy was created to reach WI adults 35-54 statewide. The social media toolkit was designed for partners to extend the campaign key messages by posting the pre-made posts.

# 6 Things You Can Do

Here are six you can do to help end youth sex trafficking in Wisconsin.

1. **USE** this campaign social media toolkit to engage with your audience. Full toolkit is downloadable at <https://dcf.wisconsin.gov/wisconsintalks/about-the-campaign/materials-and-resources>
2. **SHARE** *WI, We Need to Talk* campaign content on your organization's social media channels: Provided in this toolkit are carefully crafted campaign messages that can be copied and shared on all social media channels along with downloadable images that accompany each post. The message and the images that are grouped together are meant to be shared as one post. To share the message, simply copy and paste the text into your chosen social media outlet. In order to download the campaign images, simply click on the link that says "download" next to any of the images in the "campaign messages" section below.  
<https://dcf.wisconsin.gov/wisconsintalks/about-the-campaign/materials-and-resources>
3. **PREPARE** your social media managers for responding to comments and questions you receive on your campaign posts: Included in this toolkit are best practices for talking about human trafficking online. Make sure your staff familiarize themselves with these and follow them when posting about or responding to comments regarding human trafficking.
4. **DISTRIBUTE** *WI, We Need to Talk* campaign materials: Campaign posters are available for download at [www.WisconsinTalks.org](http://www.WisconsinTalks.org). We encourage you to download and print these posters and distribute them around your community.
5. **INSTALL** a widget on your website that links directly to our campaign website. Instructions can be found <https://dcf.wisconsin.gov/wisconsintalks/about-the-campaign/materials-and-resources>
6. **INFORM** your audience by posting campaign content on your website or through your organization's newsletter.

## EXAMPLE of Web or Newsletter Content:

Talking about youth sex trafficking currently happening in our state isn't an easy thing to do, but it's vital that we start the conversation. Check out the new website [www.WisconsinTalks.org](http://www.WisconsinTalks.org) to read all about the WI DCF campaign designed to inform the public that sex trafficking of WI youth under the age of 18 is an issue in urban, rural, suburban, and tribal communities throughout the state. The campaign is entitled: "*WI, We Need to Talk*" and the target audience of this campaign are WI adults ages 35-54. The website has downloadable posters and partner social media toolkit, resources, information on how to report youth sex trafficking, and highlights the indicators and risk factors that put youth at risk for sex trafficking.

The three sub-goals of the campaign are to: 1) Bring awareness to the indicators that a youth is being sex trafficked or may be at risk of being sex trafficked, 2) Disseminate information about the risk factors that may make youth more vulnerable to being trafficked for sex, and 3) Implement an effective statewide campaign that reduces demand and prevents sex trafficking of youth in Wisconsin.

# Using Hashtags to Engage online

Facebook, Instagram, and Twitter all support the use of hashtags to track conversations that are happening around different topics on their channels. Make sure you are using relevant hashtags in your posts to join in on the conversations already taking place and increase the visibility of your content.

The official hashtag for the "*WI, We Need to Talk*" campaign is **#WITalks**. We ask that you include it in all digital engagement. Social media posts often include multiple hashtags. Some additional hashtags that we recommend combining are:

**#WI**

**#DoGood**

**#WITalks**

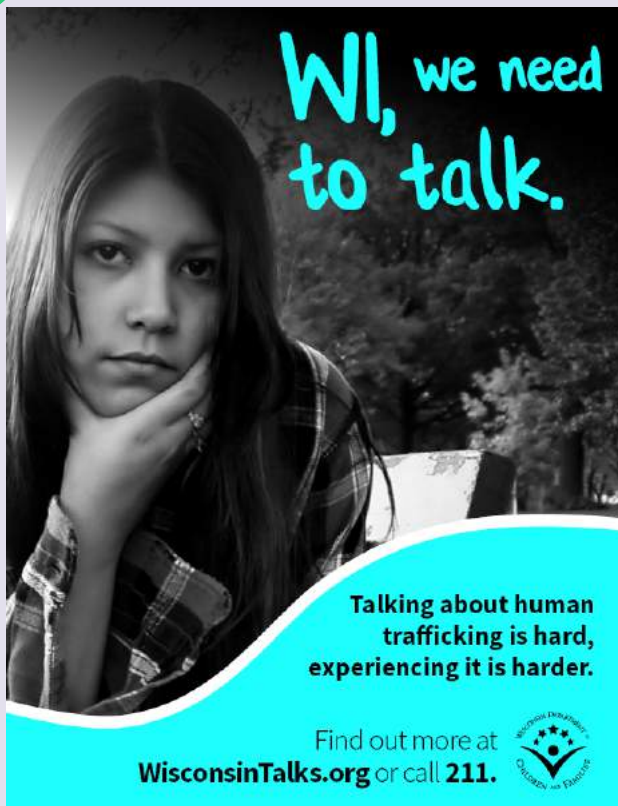
**#Wisconsin**

**#HumanTrafficking**

**#StopHumanTrafficking**

# Campaign Messages

1



<Insert Organization Name> supports the efforts of the "WI, We Need toTalk" campaign. Click the website linked below to find out more about this statewide community awareness effort. #StopHumanTrafficking #WITalks [http:// WisconsinTalks .org](http://WisconsinTalks.org)

[Click to download Image](#)

2

Do you know how to report a case of suspected #HumanTrafficking? To make a report, contact the county or tribe where you live. If the agency is not known, contact the closest county. You can make a report at any time using the link below. #DoGood #WI #WITalks

<https://dcf.wisconsin.gov/reportabuse>

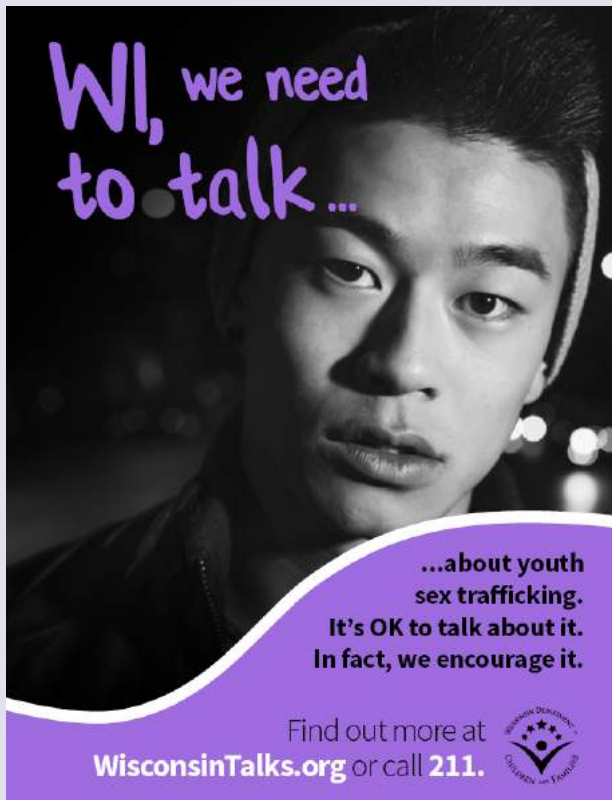


[Click to download Image](#)



# Campaign Messages

3



[Click to download Image](#)

WI, We Need to Talk...  
#StopHumanTrafficking  
#WI # WITalks# DoGood

<http://WisconsinTalks.org>

4

Take the quiz to show what you know about youth sex trafficking in #WI – Share your results with your friends!  
#StopHumanTrafficking  
#WITalks #WI

<https://dcf.wisconsin.gov/wisconsintalks/how-do-i-know>



[Click to download Image](#)

# Campaign Messages

5



[Click to download Image](#)

"Trafficking of children and youth is a growing concern across the nation, and here in #Wisconsin. Trafficking occurs in cities, suburbs, and rural areas. It is a statewide issue. Click the link below to learn how to recognize the signs and how to report a suspected case of trafficking or child endangerment."

#HumanTrafficking #WITalks

<https://dcf.wisconsin.gov/aht>

6

Talking about human trafficking is hard, experiencing it is harder...

#WI #StopHumanTrafficking

#WITalks

<http://WisconsinTalks.org>



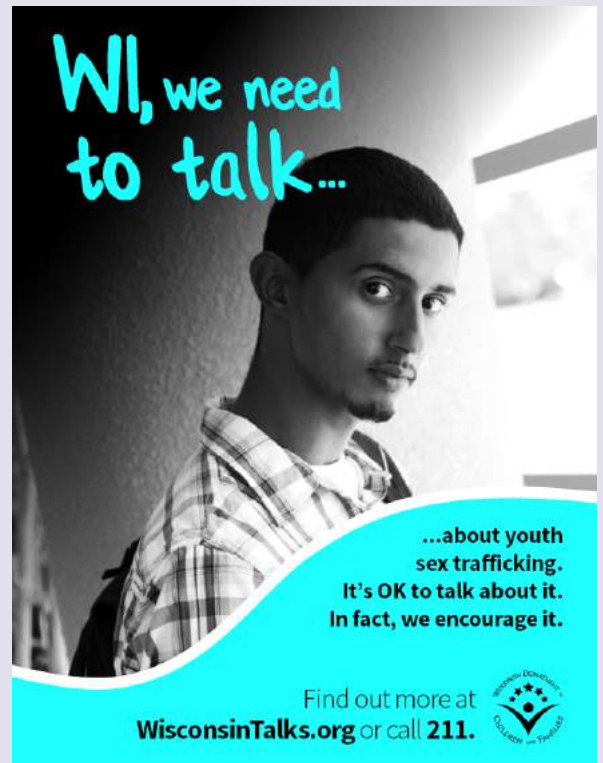
[Click to download Image](#)

# Campaign Messages

7

WI, we need to talk.... Help us start the conversation about youth sex trafficking. #StopHumanTrafficking #WI #WITalks

<http://WisconsinTalks.org>



[Click to download Image](#)

8

Do you know the signs that might indicate that a youth is being trafficked? The Wisconsin Child Sex Trafficking and Exploitation Indicator and Response Guide lists the signs to look for if you have concerns that a child or youth you have contact with might be being sexually trafficked or exploited. Visit the link below to learn more.

#WI #HumanTrafficking #WITalks

<https://dcf.wisconsin.gov/files/aht/pdf/indicatorguide.pdf>



[Click to download Image](#)

# Campaign Messages

9



[Click to download Image](#)

The Wisconsin Department of Children and Families has created an online toolkit that is a source of public information available to local communities, professionals, and other citizens interested in addressing. Visit the link below to see the toolkit.

#HumanTrafficking in #Wisconsin  
#WITalks

<https://dcf.wisconsin.gov/aht/toolkit>

10

2-1-1 WI connects #WI residents with many programs, including assistance to those who are being used for #HumanTrafficking. 2-1-1 offers services to all ages, not just youth. Call 2-1-1 or visit them online at:

<https://211wisconsin.org/> #WITalks

An advertisement with a black background. On the right, there is a black and white photograph of a young woman with curly hair sitting on a train, looking out the window. On the left, there is purple text that reads "WI, we need to talk..." followed by white text: "...about youth sex trafficking. It's OK to talk about it. In fact, we encourage it." At the bottom left is the Wisconsin Department of Children and Families logo, and at the bottom right is the text "Find out more at WisconsinTalks.org or call 211."/>

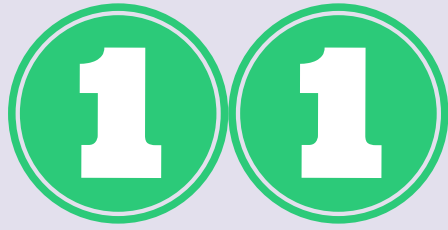
**WI, we need to talk...**

...about youth sex trafficking.  
It's OK to talk about it.  
In fact, we encourage it.

Find out more at  
[WisconsinTalks.org](https://wisconsinTalks.org)  
or call **211**.

[Click to download Image](#)

# Campaign Messages



[Click to download Image](#)

Human traffickers often recruit youth with force or deception. They may exploit youth through fraud, abuse of power, control, and violence. Youth are recruited for #HumanTrafficking both online and in-person. Parents should ensure that their children are being safe on the internet and monitor their internet use. For more information about internet safety, visit the link below. #WI #WITalks

<http://www.connectsafely.org/>



Wisconsin, we need to talk....  
#StopHumanTrafficking #WI #WITalks

<http://WisconsinTalks.org>



[Click to download Image](#)

# Best Practices

**Providing Links to Reporting Services:** The most important content you can share around human trafficking is information on how people can report suspected trafficking. In Wisconsin, all suspected child abuse should be reported using the link below.

<https://dcf.wisconsin.gov/reportabuse>

**Link to the Wisconsin Talks Campaign:** The Wisconsin Department of Child and Family services has compiled a database of campaign messaging and downloadable materials on the campaign website. Please share the campaign website along with the messaging and materials in order to expand the reach of the campaign to your community.

<https://WisconsinTalks.org>

**Including High-Quality Images:** Included as downloadable links in the campaign message section of this toolkit is an image bank of approved campaign images for you to use in your posts. You should always include high-quality, appropriate images in your social media posts. Images formatted as a PNG file type, like the ones provided, display the best on desktop and mobile devices. Never use graphic or violent images in your social media posts.

**Using Correct Terminology:** The Wisconsin Department of Child and Family Services supports the use of person-first language, such as 'youth being sex trafficked' or 'individual at risk of sex trafficking.' Never use the word 'prostitute' when referring to youth who have been sex trafficked."

<https://dcf.wisconsin.gov/aht>

**Accurately Depicting your Local Population:** Wisconsin is home to a diverse population, so make sure your images and language choices accurately depict the many different cultures represented in WI. This will ensure that your messages are reaching across all populations.

# Best Practices Continued....

**Writing Clear and Concise Messages:** It is important to remember that every person seeing your content has a different vocabulary base. It is general best practice for all online content to be as short and concise as possible while also getting your message across accurately. The link below provides some great tips on how to accomplish this.

<https://www.outboundengine.com/blog/writing-great-social-posts/>

**Using Reputable Sources:** All articles, materials, and images should be shared from reputable, fact-based sources like the WisconsinTalks.org website, or the official Wisconsin government site. All direct quotes used should be properly quoted and cited.

<https://hubspot.com/blog/how-not-to-steal-content-online>

**Writing Trauma-Informed Content:** Shocking or depersonalizing imagery should not be used when posting about human trafficking. Many people being sex trafficked do not want to be referred to as "victims," so use this word with caution. We do acknowledge that there are times when the word "victim" is appropriate, such as when discussing the crime of sex trafficking and its victims. We want our messaging and images to be sensitive to survivors.

**Promoting 2-1-1 WI:** Anyone located in WI can get information about human trafficking or be connected to community resources by calling 2-1-1 or visiting the 2-1-1 WI website.

<https://211wisconsin.org/>

# Social Media Platforms



**Facebook** has over two billion active users and 58% of them are adults between the ages of 25 and 54. Facebook is the most effective platform for sharing information about human trafficking. We encourage sharing information provided by DCF, which has been vetted for accuracy and sensitivity to survivors.



**Twitter** has 330 million active users and 59% of them are between the ages of 18 and 49. Twitter limits the amount of text allowed per post. The platform should ideally be used for sharing links to resources and relevant images.



**Instagram** has over 880 million active users, but 80% of those users are located outside of the U.S. In the United States, 60% of users are under the age of 30. This platform would be ideal for sharing messages aimed at youth and young adults. Instagram is mostly an image-based platform, but you can also include up to 2,220 characters of text.



**Pinterest** has 175 million active users, and nearly half of them are located in the U.S. This is a very popular platform for women, and specifically mothers. We recommend sharing resources and messaging aimed at parents on Pinterest.



**LinkedIn** is a social media platform for business professionals, and content on the site generally pertains to business topics. We do not recommend sharing human trafficking information on this platform.



# Online Resources

**The WI Department of Children and Families** "has developed an approach to prevent sex trafficking of minors that provides services that are culturally sensitive and youth-centered, provides trauma-informed services meeting the needs of survivors, has a response to sex trafficking in Wisconsin that is comprehensive and coordinates with other systems." Information about DCF programming, policy changes, additional community resources, and meeting announcement information is available at:

<https://dcf.wisconsin.gov/aht>

**Polaris** is a national charity organization that helps to raise awareness about human trafficking and issues reports and resources about sex and labor trafficking in the United States. They address trafficking of both children and adults. Polaris also contracts with the federal government to run the National Human Trafficking Hotline.

<http://polarisproject.org/>

**Shared Hope International** is an international charity organization that is dedicated to bringing an end to sex trafficking through a three-pronged approach – prevent, restore, and bring justice. They provide additional information and resources about child sex trafficking on their website.

<http://sharedhope.org/>

**The Federal Office on Trafficking in Persons (OTIP)** provides information about training, programming, grants, partnerships, and victim assistance funds. They also provide the funding for the National Human Trafficking Hotline.

<https://www.acf.hhs.gov/otip/>