

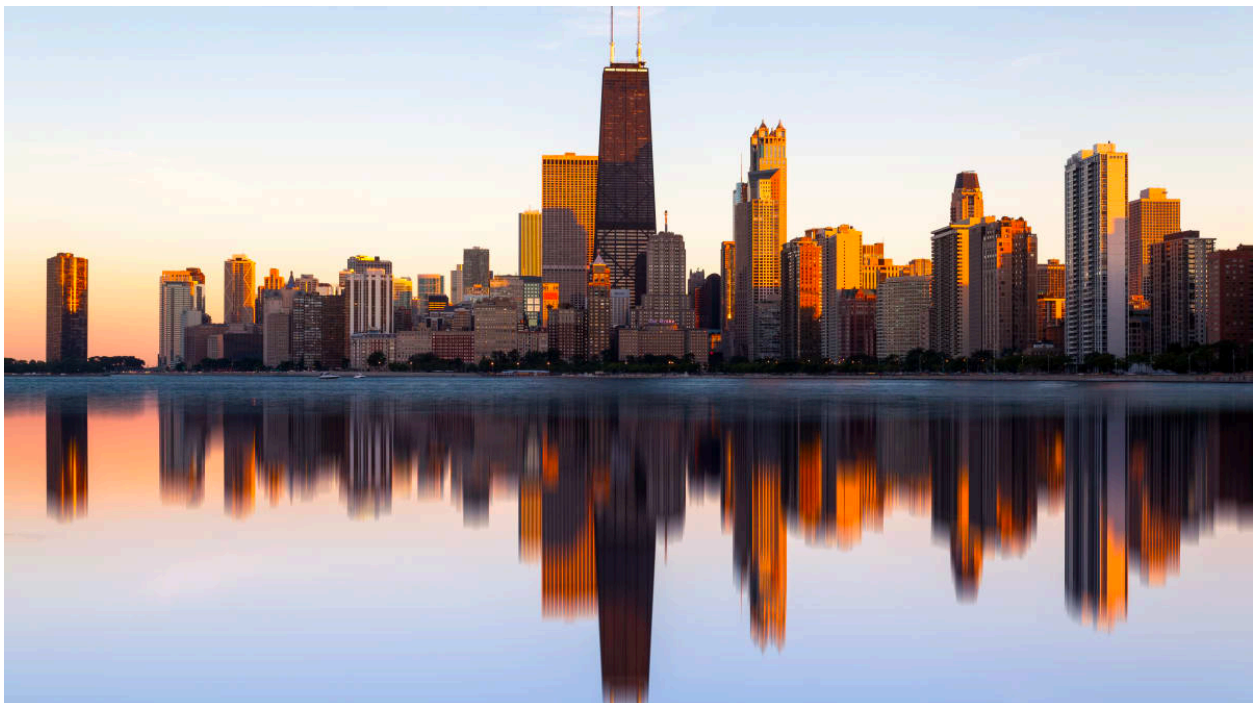


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# Traffick Free Final Report

Traffick Free's Community Outreach and Education Project

May 16, 2023



Source: [www.history.com](http://www.history.com)



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## Team Summary



**Janet Eun Hee Shin**  
Project Manager



**Leo Hull**  
Innovation Expert



**Briana Parris**  
Research Expert



**Jenifer Bustamante**  
Education Expert



**Bianca Bennett**  
Social and Community Expert

JBBBL (“JBBBL” or “team”) consulting group is a multidisciplinary, diverse five-person team. With experience in the public, private, and non-profit sectors, members of this team bring a range of skills and expertise. The group’s collective background and wide range of experiences allow JBBBL to address a variety of social issues and apply a nuanced and informed problem-solving view to some of today's most pressing problems.

Janet Eun Hee Shin is the project manager of the Traffick Free consulting project. She is a MPA candidate pursuing a Human Rights and Social Justice concentration at the Cornell Brooks School for Public Policy and will graduate in May 2024. Before attending Cornell University, she obtained a B.A. in African American Studies and Government with a minor in East Asian Studies at Wesleyan University in 2018. As a union organizer at SEIU Local 2015, she developed insight into some of the critical shortcomings of the U.S. healthcare system and the myriad of social issues that permeate the lives of essential healthcare workers and low-income communities. She spearheaded the Local’s Racial Justice Committee where she crafted recommendations to better anchor the union’s work in anti-racist practices and researched other organizations’ best practices. Additionally, her experience as a departmental and research assistant has fortified her ability to work cohesively within a team and seek innovative ideas. She is committed to helping vulnerable communities and believes in the power of grassroots



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organizing and community outreach.

Leo Z. Hull is the team's innovation expert. He is a MPA candidate with a concentration in Public and Nonprofit Management and will graduate from the Cornell Brooks School of Public Policy in the Spring of 2024. He graduated Magna Cum Laude with a Bachelor's in Political Science and a minor in Pre-Law from the University of the Pacific in 2021. He is passionate about preventing human trafficking in local communities, reforming public-school education, addressing climate change issues, and lowering unemployment rates nationwide. Leo possesses extensive experience in demonstrating clear and concise communication with various client and stakeholder groups while working in retail and customer service industries. In addition, he has organized effective and efficient teams to carry out long-term projects for administrators and managers in private corporations, such as Mercedes Benz and Tommy Bahama. Furthermore, Leo has years of formal practice with writing professional policy documents and case memos throughout his undergraduate and graduate coursework, which aids in analyzing socio-political issues.

Briana Parris provides research expertise to the project. She is a senior at Cornell University majoring in Global and Public Health Sciences with a concentration in Business and is expected to graduate in May 2024. Her area of focus involves the intersection of policy and data analytics. She aims to craft innovative solutions through research to promote equity and justice for vulnerable populations. While at Cornell, Briana worked in the Leak Research Group, co-authoring a manuscript on multi-level stakeholder interventions. In her research, she evaluated participant interviews and interventions to strategize best practices to improve health outcomes among obese and pre-diabetic adolescents. Briana's internship experiences include an externship with Pfizer, where she worked in the Strategy and Manufacturing Department to improve and implement predictive maintenance in pharmaceutical manufacturing. Through extensive analysis of current practices, new technologies, and budget constraints, she developed a practical proposal to assist the company in sustainable manufacturing. Her strategy and client engagement work fueled her passion for consulting and research.

Jenifer Bustamante is the team's resident education expert. She is a Colombian economist with a master's degree in public policy. She is pursuing a MPA with a concentration in Public and Nonprofit Management and is expected to graduate from the Cornell Brooks School for Public Policy in May 2024. During the last seven years, she worked in the Colombian government's infrastructure sector, where she approved projects developed under the Public-Private Partnership scheme and monitored the risks of contract execution. In 2022, Jenifer co-founded



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Mind My Emotions, a startup aimed to develop practical and didactic tools to strengthen the socio-emotional skills of children and adolescents in Colombia. Through an emotional recognition methodology, Jenifer seeks to contribute to solving the most profound social problems in her country. Jenifer brings experience negotiating with different stakeholders and possesses solid quantitative skills, which will help to develop a rigorous and evidence-based project. Additionally, she has robust experience designing, structuring, monitoring, and measuring large-scale projects in the social and financial sectors. Jenifer is responsible, proactive, and solutions oriented.

Bianca Bennett is the team's social and community expert. She is a MPA candidate with a concentration in Human Rights and Social Justice and will graduate from the Cornell Brooks School for Public Policy in May 2024. Bianca attained an A.S. in Business Administration from SUNY Broome Community College and a B.A. in Law and Government from Florida Memorial University. She has built a professional career cultivating sustainable opportunities for children, families, and vulnerable communities to thrive. Bianca's personal and professional experience with integrated systems such as child welfare, juvenile justice, and education inequality allows her to connect resources and utilize community outreach to support and empower others. She is a Program Manager and Senior Advocate at You Gotta Believe and a Child Welfare Consultant for the Capacity Building Center for States. Bianca's commitment to building community consensus centers around her knowledge of trauma-informed care and evidence-based stratagem. Her experience includes advocacy, training facilitation, community development and engagement, strategic planning, and data storytelling.

The JBBBL consulting team is committed to attaining the project's goals and the growth of Traffick Free's outreach and impact throughout communities in Illinois and beyond.



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# The Issue

Human trafficking is primarily defined as the exploitation of a person's service for gain through force, fraud, and/or coercion through the recruitment, harboring, transportation, or obtainment of a person (Deeb-Swihart et al., 2019). Human trafficking is one of the world's most advantageous crimes (Winterdyk, 2023). The U.S. Department of Justice estimates the sex trafficking industry brings in approximately \$9.5 billion a year globally (Griffin, 2012). Human trafficking is an inherent violation of human rights, yet many are unaware of the systemic issues that aid in the proliferation of trafficking and affect vulnerable communities.

The current social infrastructure in the United States is ill-equipped to support survivors and identify victims comprehensively (Havlicek et al., 2016). Additionally, due to the clandestine nature of the crime and the lack of awareness to identify victims, many researchers have articulated inaccuracies and gaps in data on trafficking (Fraley, et al., 2020). Despite these setbacks, contemporary scholars have uplifted the role of healthcare providers, social workers, law enforcement, and nonprofit organizations as catalysts for change. Traffick Free has worked tirelessly since 2008 to raise awareness of human trafficking through education and community outreach.



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# Traffick Free

**Traffick Free** is an anti-human trafficking organization that provides Chicago and surrounding areas with tools and programs to combat human trafficking.

## Mission

**Raise awareness** of human trafficking through **education** and **community outreach**.

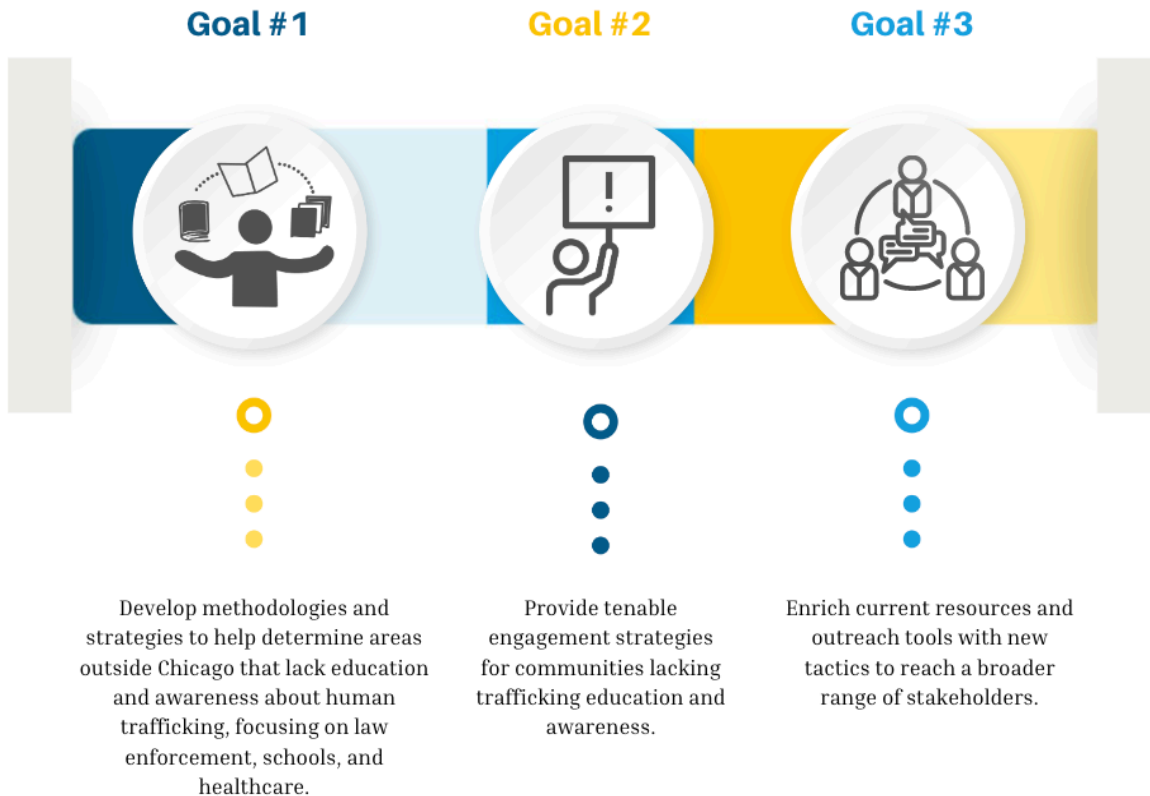
## Vision

**Equip** professionals and community members with **resources** to assist human trafficking **victims, survivors**, and those at **risk**.



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# Revamped Goals



The consulting team provided Traffick Free with cohesive recommendations backed by case studies, peer-reviewed articles, data analysis, and research aligned with the organization’s mission. Traffick Free’s initial goal for the project was to identify areas outside of Chicago that lack education and awareness around human trafficking, particularly ways to prevent and identify the crime. To reach this desired outcome, the team segmented the overarching goal into three parts - determine communities that lack education on human trafficking, determine how Traffick Free can help meet this need, and identify potential community partnerships.

To identify communities where professionals either receive insufficient or no training in human trafficking, the team developed a stakeholder survey and arranged to conduct individual interviews. Despite efforts to promote survey participation and accommodate scheduling constraints for the interviews, extenuating factors prevented the team from collecting a statistically significant number of survey responses and interviews.





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The consulting team conferred with Traffick Free and Dr. Danielle Eiseman and developed a new strategy to help the organization cultivate robust connections with stakeholders and become accessible to a wide range of stakeholders. The team conducted additional research of case studies and peer-reviewed literature to determine best practices for implementing resources and training. Through resource identification and implementation of best practices, the team curated a tailored stakeholder outreach and engagement strategy with usable marketing resources in the form of QR codes, social media posts, infographics, and information videos.

Traffick Free aims to develop and strengthen its connections within local communities in surrounding areas. To achieve this, the consulting team employed the information from the various steps of research to design a cohesive plan for further elevating awareness and increasing engagement amongst all stakeholders. With the collaboration and receptivity of Traffick Free's leadership, the consulting team reoriented the goals of the project to continue to aid Traffick Free in its mission to implement innovative solutions and strategies to address human trafficking.



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# Timeline Overview



The first phase is the research phase and spanned approximately 4 weeks. The consulting team conducted research and data analysis of human trafficking and developed a literature review that compiled data from the Department of Child and Family Services (DCFS) and law enforcement agencies. The literature review was used to construct a survey centered around training and education within communities.

The second phase, the survey and interview phase, focused on developing and launching the survey and arranging stakeholder interviews. Using the survey results and interviews, the team planned to identify trends in responses and develop appropriate recommendations. Despite various promotional efforts, the lack of stakeholder engagement prevented the team from providing substantive recommendations solely based on the survey and interviews.

In the third phase of the project, the team revised the initial strategy and set of deliverables by focusing on how to increase stakeholder engagement and outreach. JBBBL enriched the existing literature review with two case studies on changing engagement and outreach standards and insights on raising awareness through social media and online social networks.

In the final phase of the project, the consulting team provided recommendations and possible suggestions for future cohorts to continue to assist Traffick Free in attaining their mission of systematically dismantling human trafficking.



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# Literature Review

This literature review identifies educational gaps and barriers professionals face when providing services to human trafficking victims and identifying vulnerable communities. Although Illinois represents one of the few states with a comparatively proactive response to human trafficking, the research suggests that an overall lack of clarity, capacity, comprehensive care, and collaboration prevents a more efficient response. When conducting research, JJBBL focused primarily on first responders such as law enforcement, healthcare professionals, and child welfare agencies.

## Research Findings



### Lack of Clarity

Despite an internationally recognized definition, there is still some ambiguity in delineating what constitutes human trafficking, the root causes, and effective solutions. A literature review demonstrates that lack of clarity is a persistent theme amongst community leaders and professionals who encounter human trafficking victims. For one, there is unclear information regarding the communities most vulnerable to human trafficking. The research found that most law enforcement agencies believed that sex and labor trafficking occurred mainly among foreign



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victims as opposed to domestic victims (Farrell et al., 2008). Secondly, professionals lack a clear direction on how to align their organization's mission with the goals of protecting human trafficking victims. Research showed that child welfare agencies primarily focus on reunifying and preserving families. This might not present the best option for the safety and well-being of Commercial Sexual Exploitation of Children (CSEC) victims, who may require alternative living for safety or need support beyond familial ties (Bounds, 2015).

### **Lack of Capacity**

Professionals' limitations result in a lack of capacity. This deficiency produces ill-effective practices surrounding human trafficking victims, hindering the ability of organizations to perform effectively. Illinois DCFS (Department of Children and Family Services) is only allowed to investigate cases involving the abuse of a child by a caretaker (Bounds, 2015). Subsequently, healthcare providers are often in close contact with human trafficking victims. However, many providers lack the educational and social capacity to service human trafficking victims effectively and cannot capitalize on encounters to help support victims (Fraley et al., 2020, p.132). These are prime examples of the many barriers professionals face while delivering service.

### **Lack of Comprehensive Care**

Most states have some semblance of formal procedure for addressing human trafficking and aiding survivors. However, the literature suggests a disconnect between organizations and their victim support systems. With stigma and negative perceptions surrounding victims, many professionals struggle to connect with victims and eliminate bias. Conflations between sex trafficking and sex work have demonstrable effects on the perceptions of victims and the level of support provided by social service professionals (Bromfield, 2016, p. 136). A study of 61 CSEC victims expressed heightened stages of fear regarding human trafficking interventions and noted that child welfare personnel tend to be insensitive and intrusive (Bounds, 2015). Another study emphasized that one of the biggest challenges for law enforcement is the lack of cooperation of victims due to fear of repercussions. (Farrell et al., 2008). Despite valiant efforts, professionals fundamentally lack knowledge regarding the social and emotional well-being of human trafficking victims.

### **Lack of Collaboration**

Community leaders such as healthcare providers, law enforcement, and child welfare agencies are quintessential to identifying human trafficking victims. As these respective fields converge, the exchange of data and information amongst each other and within each industry illuminates a dire need for more cohesion. Research suggests that effective partnerships with professions related to hospital staff, social workers, teachers, law enforcement, and other similar roles under



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the Illinois Abused and Neglected Child Reporting Act (ANCRA) are pivotal in developing strategic and centralized plans centered around prevention and survivor dignity (Illinois Human Trafficking Task Force Report, 2018).



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# Survey and Interview Retrospective



Source: [www.flaticon.com](http://www.flaticon.com)

The survey was designed to assess perceptions of human trafficking in areas outside the city of Chicago, ascertain the effectiveness of approaches taken to date, and gauge overall awareness of human trafficking in DuPage County, Cook County, and Will County.

The consulting team aimed to employ mixed methodological research to examine the gaps in education and awareness. The literature review on human trafficking prevention revealed a need for more cohesion and collaboration amongst law enforcement, healthcare professionals, child welfare agencies and an overall heightened understanding of prevention strategies. The team developed a general survey for key stakeholders in all three counties with questions based on the literature review. To substantiate analysis and recommendations for Traffick Free, JJBBL requested interviews from eighteen stakeholders across counties and different professions.

## **Survey**

The survey was composed of twenty-three questions that ranged in inquiry about individual awareness, experience with educational interventions, perceptions of significance placed on human trafficking in respective fields of employment, the prevalence of human trafficking within their community, and awareness of Traffick Free's educational programs and outreach.

The survey was administered through Qualtrics. The survey completion time was roughly 10 to 15 minutes. The survey ran from March 17, 2023 to April 9, 2023.



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The consulting team took precautionary measures to communicate full intent and information to stakeholders by providing a survey consent form. Survey participation was completely voluntary, and participants were free to discontinue the survey at any time or skip any questions without any threat of recourse. All responses were kept confidential and no personally identifiable information was associated with responses to any reports of data.

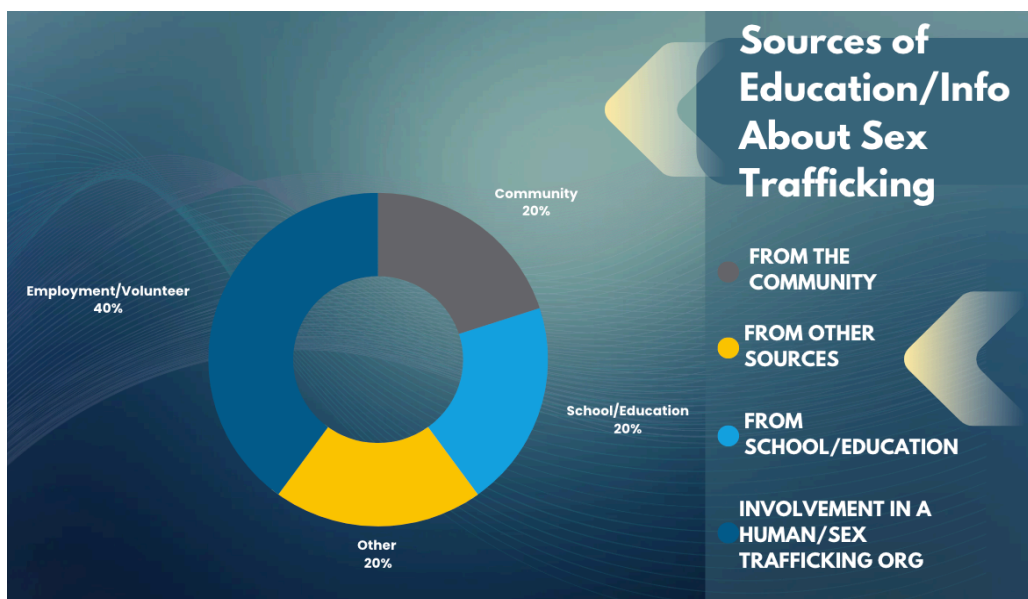
### Stakeholder Demographics/Sample Size

The consulting team issued the survey to 206 contacts across all three counties and professions. Using a combination of the response rate and sample size formula the target completion rate was sixty-five percent at 135 responses, with a confidence interval of ninety-five percent and a margin of error of 5%.

### Interviews/Focus Groups

The consulting team initiated contact with eighteen stakeholders from all three counties and one state-level professional to conduct individual interviews either over the phone or zoom. The interview questions mirrored the survey questions and were intended to allow stakeholders space to expand on individual and professional experience. Despite concerted efforts to schedule interviews, the team was only able to conduct one stakeholder interview due to constrained availability and lack of response from most stakeholders.

### Data Analysis (Summary of responses < 10%) (Total Number of Responses: 11 Responses)

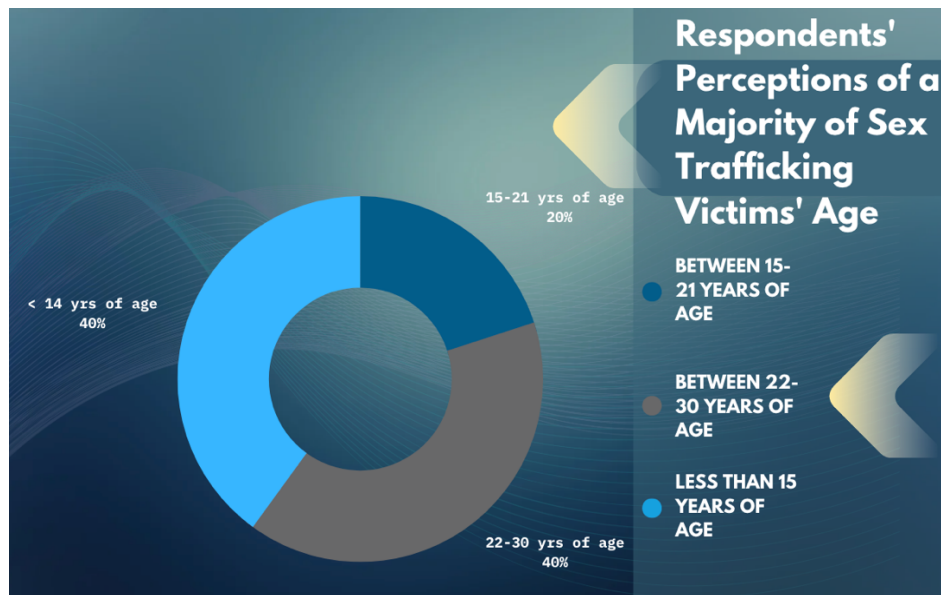




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**Testimonials of types of education or information about sex trafficking received:**

“Training during a class at the Executive Management class at Northwestern”
“We receive bulletins and flyers regarding human trafficking from law enforcement partners such as the FBI or DOJ”
“I sit on the Board of the Illinois Coalition Against Sexual Assault (ICASA) and trafficking is a subject that has received some attention”



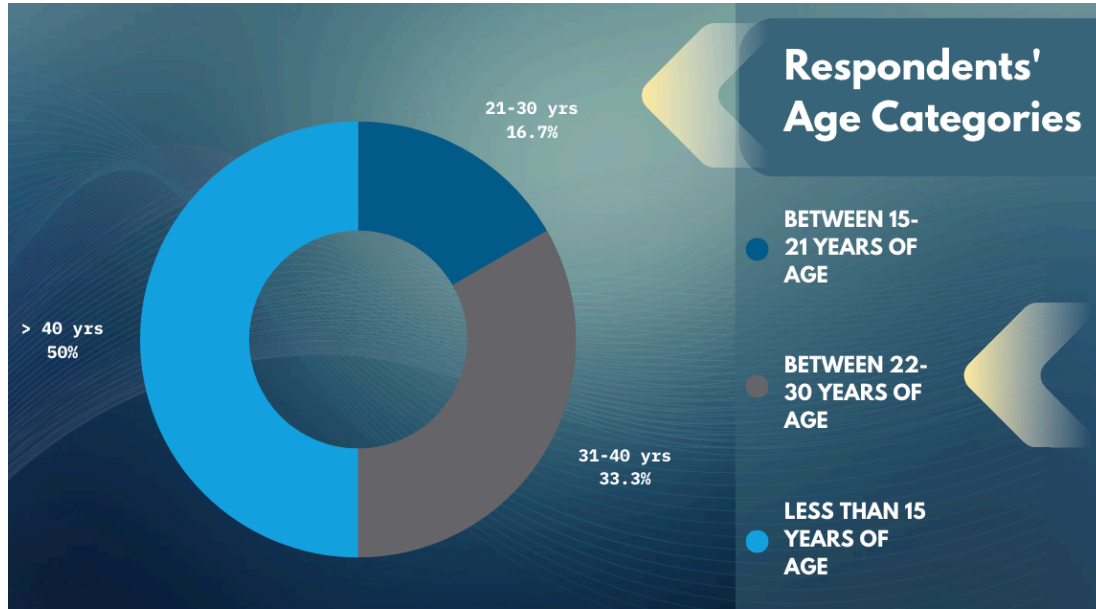
**Types of formal training received on human trafficking (60% of respondents received formal training on human trafficking, particularly sex trafficking in their current organization or workplace)**

“In house training put on by FBI human trafficking task force”
“General overviews, applicable laws”





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**Perceptions on Human Trafficking Prevention Awareness (i.e., individual capability, local community)**

60% of respondents are not sure or have not shared the National Human Trafficking Hotline amongst the communities they work with or others in their network
60% of respondents disagree that they are knowledgeable on the topic of sex trafficking and know how to identify a victim of trafficking
60% of respondents disagree that they know the resources available in my local community for aiding trafficking victims
60% of respondents disagree that their local community is actively involved in preventing human trafficking and is knowledgeable of the issue

**Perceptions of Current Prevention Work/Importance of Topic**

80% of respondents do not believe enough focus is placed on identifying and protecting human trafficking victims in their line of work
80% of respondents infrequently or never collaborate with other organizations or agencies to address human trafficking
80% of respondents agree that they know who to contact to report cases of human trafficking in their local community
80% of respondents have or have known someone that has been a victim of sex trafficking
80% of respondents are not familiar with Traffick Free's work and educational programs



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### Common Responses

All respondents reside within Illinois, but not in Chicago
All respondents disagree that sex trafficking is not a big issue in my community and believe that vulnerable groups are safe from predators
All respondents' organizations are interested in partnering with Traffick Free in future prevention and educational efforts

### Overarching Themes

#### Diverse range of formal training

Over half of survey respondents have received some form training on human trafficking. These trainings encompass a wide array of education, ranging from general overviews and applicable laws to specialized training conducted by the FBI.

#### Perceptual discrepancies in trafficking victims' demographics

Respondents believed that the majority of sex trafficking victims fall into three age categories: less than 14 years (40%), 15-21 years (40%), and 22-30 years (20%). Despite the variance in demographic perceptions of victims, all respondents agreed that sex trafficking is a significant issue in their communities and expressed a need to help protect vulnerable groups from predators. These observations demonstrate heightened concern for their community against human trafficking and the potential benefits of providing prevention and awareness tools and resources tailored to local communities.

#### Need for enhanced education:

Most respondents (60%) indicated a lack of knowledge regarding sex trafficking, including the ability to identify victims and awareness of available local resources. Additionally, a significant majority (80%) expressed a limited focus on supporting trafficking victims, including identification and access to supportive resources. These findings indicate a need for enhanced, targeted education to empower professionals to address sex trafficking effectively.

#### Limited awareness (High demand in collaboration)

Many respondents (80%) expressed a desire to become more familiar with the work and educational programs of Traffick Free; therefore, there is strong interest among all respondents' organizations to collaborate and partner with Traffick Free in future prevention educational initiatives.



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# Case Studies for Analysis and Recommendation Development

## **Historical decline in survey response rates**

Surveys, especially mail surveys, have historically served as the foundation for gathering representative data about a certain population (Stedman, et al., 2019, p. 1140). Inferences about a population based on survey data are typically qualified by a relatively high response rate; therefore, statistically significant analyses have traditionally required a high response rate (Stedman, et al., 2019, p. 1140). Despite this historical precedence, researchers have increasingly pointed to the difficulty in attaining high response rates. Based on analysis of surveys conducted by one research group (Cornell University's Center for Conservation Social Science) over the course of nearly 50 years, researchers identified a steady decline of 0.76% per year in average response rates to mail surveys conducted between 1971 and 2017 (Stedman, et al., 2019, p. 1140). Overall, the culminating effect of the gradual decline resulted in a decrease of almost 35% during this time (Stedman, et al., 2019, p.1143-1144). Researchers note a linear projection, using a regression model with the aforementioned data, posits an average survey response rate of 21% by the 2030s (Stedman, et al., 2019, p. 1144). Moreover, the precipitous decline in participation applied to other modes of surveying, including internet/web designs (Stedman, et al., 2019, p.1149). The gradual fall in survey responses have necessitated paradigm shifts that may now require evaluating the robustness of survey data based on the depth of the answers, rather than the quantity (Stedman, et al., 2019, p. 1151). Additionally, scholars have called for "greater researcher reflexivity," where low response rates are still used as viable sources of information that can help inform existing knowledge gaps (Stedman, et al., 2019, p. 1152). The overarching literature evokes a need to contextualize low response rates against a wider backdrop of factors, like nonresponse bias, the accessibility of survey modes, and the reachability of certain stakeholders. Data collection and information analysis are essential for informing strategy and operations; however, in a rapidly globalizing world, it may be opportune to shift from conventionally used strategies to alternative methods.

## **Transition towards online modes of marketing and information campaigns**

An observational study of over 140,000 consumers daily across three platforms, Facebook, Twitter, and Google Search found informational campaigns were more far-reaching, cost-effective, and better at increasing engagement rates (Huesch & Galstyan, 2016, p. 1274). The study found that the increase in people's reliance on social media and technology have deemed traditional marketing strategies less effective and unable to be the sole facilitator for



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disseminating information (Huesch & Galstyan, 2016, p. 1275). Upon contracting with each social media platform, researchers were given detailed information on the daily frequency of exposure to advertisements placed strategically whilst using the websites (Huesch & Galstyan, 2016, p. 1280). The study contends with one of the biggest marketing and research challenges, of identifying the affected population or potential beneficiaries of a certain service or product, by providing a creative, more cost-effective way of reaching vulnerable populations (Huesch & Galstyan, 2016, p. 1285). The discreet nature of accessing information through these platforms allows for wider accessibility and exposure to carefully placed information (Huesch & Galstyan, 2016, p. 1287). Other salient examples of similar outreach include using online advertising as a means of attracting more smokers to the California Department of Public Health's TobaccoFreeCA website (Huesch & Galstyan, 2016, p. 1287). The research provides a hopeful outlook for heightening engagement and awareness amongst vulnerable communities by effectively leveraging the sophisticated data infrastructure of social media companies and online networks. Partnerships can manifest amongst a wide variety of industries and are often required for addressing larger societal issues.



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# Strategic Outreach Plan for Community Engagement

In consideration of Traffick Free’s organizational objectives, the consulting team developed a strategic outreach plan for community engagement to expand the impact of the organization more effectively. The following strategic marketing plan has been tailored to the specific needs and objectives of Traffick Free.

## 4P’s Strategy

The 4P’s strategy is a commonly used marketing strategy that consists in defining the product, placement, price, and promotion for the product or service that an organization is offering. Ideally, successful implementation of the 4P’s strategy allows organizations to achieve growth, which for most nonprofits typically involves eradicating an issue or rectifying an injustice.

## Traffick Free’s 4P’s

Product (Service provided by the organization)	Human trafficking education/awareness
Placement (Location: Where the services are provided)	Mainly Chicago, but potentially surrounding areas in Illinois
Price (Price the user/customer pays for the service)	Zero Monetary Cost; Time and Labor
Promotion (Ideal means to target customers)	Focus on building awareness and community to share saliency of the issue through social media (Facebook, Instagram, and Twitter) and public entities and schools.

## Audience Profile

Defining the audience consists of understanding what people want, need, and why. It is critical to seek shared values and interests to accurately identify the “right” audience.



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Determining priority audiences for marketing strategies could be summarized on:

**Traditional segmentation variables for consumer markets**

<b>Variable</b>	<b>Sample Classifications</b>
<i>Geographic</i>	Location / Size / Density
<i>Demographic</i>	Age/Gender/Family Size/ Family life cycle/Income/Occupation/Education/Religion/Generation/Nationality
<i>Psychographic</i>	Social class/Lifestyle/Personality/Peer Crowds
<i>Behavioral</i>	Occasions/Benefits/User status/Usage rate/Loyalty status/Readiness stage/ Attitude toward product

(Source: Kotler & Phillip, 2001)

Based on the vision and mission of Traffick-Free and its current work in communities around Chicago, the following poses one possible audience segmentation:

<b>Variable</b>	<b>Sample Classifications</b>
<i>Geographic</i>	People in Chicago and in surrounding localities.
<i>Demographic</i>	The ubiquity of human trafficking means there is a wide range of demographics to connect with and engage. It is essential to reach professionals in law enforcement, healthcare, child welfare agencies, and schools. Additionally, it is also essential to connect with potential victims directly. Since the target audience comprises two distinct groups, (1) professionals with potential exposure to trafficking victims and (2) younger people, particularly women, at risk of becoming victims, there should be distinct outreach strategies for each group.



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<i>Psychographic</i>	Individuals involved in human trafficking issues that are motivated to create a social impact and aid in solution development. These are folks primed to take an additional step to support the solution of the issue and folks that need to be aware of the full scope of the problem. In addition, it is paramount vulnerable groups, like younger children are also directly educated about human trafficking.
<i>Behavioral</i>	Those seeking a sense of community, that are willing to help and aware of social issues. Also, younger women, LGBTQ youth, youth in foster care, and other individuals without a steady support network.

Within the above segmentation, we can sort the main target audiences into two groups: professionals with exposure to potential victims and younger individuals at risk of being trafficked. Although, widespread community awareness is required for effective prevention, focusing initially on these two groups are essential for setting the foundation to eradicate the larger social infrastructure that allows human trafficking to persist.

## Strategy and theory of change

The proposed strategy focuses on increasing stakeholder engagement with human trafficking as this was a common thread upon identifying the target audience, Traffick Free’s organizational goals, and the conclusions from the literature review. To increase engagement, the plan provides tenable steps for developing partnerships with key stakeholders, marketing aids, and awareness messages to stakeholders and vulnerable populations.

The theory of change behind this strategy encompasses planning and mapping the issue, differentiation, and positioning.

**1. Planning and Mapping:** Plan and map the issue to identify the change that should be accomplished. Recognize the importance of differentiation and positioning through evidence-based analysis and the literature review. By planning and mapping the issue, the solutions can be framed, and focus placed on a particular population willing to change the behavior and help meet the main goals.

**2. Differentiation and Positioning:** The strategy may choose to consider the following aspects of creating transformation:

1. Awareness about the issue
2. Engage the community around the problem and the solution
3. Incentivize stakeholders to actively act to contribute to the solution.



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The logic behind this two-pronged approach is to start by heightening awareness, which will incite knowledge-transfer regarding the issue, and ultimately, eradication of human trafficking. When people are engaged, taking action to change behavior will be easier. Additionally, partnerships with other related organizations can help streamline the process by disseminating common practices and unifying prevention methods.

## Messaging

The messages that we propose should focus on:

1. Information
2. Awareness
3. Engagement and Contribution.

**Information:** Information around Traffick Free. It should include the organization's mission and vision, the main purpose, and the ways that the organization is accomplishing its goals.

**Awareness:** The awareness messages are focused on what the issue is, why it is important, and why people should be aware of it.

**Engagement and Contribution:** These messages will be related with the concrete actions that people and stakeholders can take to contribute to the solution.

## Channels

Considering the two different target audiences, it is important to consider that the channels might change depending on the audience. In the case of adult professionals, the channels may be more focused on the official website or official channels like Traffick Free's twitter, Traffick Free's Facebook, and official Instagram page. For younger demographics, the main channels may TikTok, YouTube, Instagram, and Discord.

## Implementation and evaluation

Implementation may take time; however, the short and long-term benefits of an effective engagement campaign are undeniable. Goals based on SMART methodology ensures objectives are specific, measurable, achievable, relevant, and time bound. In addition, incorporating Key Performance Indicators (KPI) can aid Traffick Free in effectively accessing success. Based on periodic evaluations, the plan, channels, and/or strategy should change.

## Usable resources

The following resources can be implemented in future outreach and awareness campaigns.

\*All documents are editable in Canva.

Infographic





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- [https://www.canva.com/design/DAFiuE9LPDE/XdLSuwuP8GXQ7rKeV\\_wNqw/edit?utm\\_content=DAFiuE9LPDE&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFiuE9LPDE/XdLSuwuP8GXQ7rKeV_wNqw/edit?utm_content=DAFiuE9LPDE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### Informational Flyer

- [https://www.canva.com/design/DAFiuVimB2Y/NcvcQAIMNmCzv9v55PekBQ/edit?utm\\_content=DAFiuVimB2Y&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFiuVimB2Y/NcvcQAIMNmCzv9v55PekBQ/edit?utm_content=DAFiuVimB2Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### Awareness Campaign (Vulnerable Groups)

- [https://www.canva.com/design/DAFiuk4uOyw/HoT74yNBQ6W2aBDeer\\_daA/edit?utm\\_content=DAFiuk4uOyw&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFiuk4uOyw/HoT74yNBQ6W2aBDeer_daA/edit?utm_content=DAFiuk4uOyw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### Awareness Campaign (Adult Professionals)

- [https://www.canva.com/design/DAFiuvHAgRI/dnROYG407DWUo\\_FG5vVHpa/edit?utm\\_content=DAFiuvHAgRI&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFiuvHAgRI/dnROYG407DWUo_FG5vVHpa/edit?utm_content=DAFiuvHAgRI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### Informational/Promotional Video (Post on Social Media Platforms)

- [https://www.canva.com/design/DAFi6NDVaCY/awMf1YUlv7cnlUMnMt6DWw/edit?utm\\_content=DAFi6NDVaCY&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFi6NDVaCY/awMf1YUlv7cnlUMnMt6DWw/edit?utm_content=DAFi6NDVaCY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Areas for potential growth/community engagement

### Social Media

The continued attention to updating Traffick Free's current official accounts on Facebook, Twitter, and Instagram are imperative for future outreach and engagement. Possible suggestions for leveraging the organization's online presence could be retweeting infographics and educational materials to inform followers and spread organization's mission. It can also be useful to interact with other community partners via retweeting or collaborations. In tandem with the previously mentioned platforms, it would be opportune for Traffick Free to create content on platforms and services such as Tik-Tok, Instagram Reels and Instagram Stories. Tik Tok is a rising social media platform that allows consumers to become aware of a company of them through cross-promotion efforts. Brand awareness refers to how well a consumer can identify a brand (Amiri & Maroofi, 2016). This means that the more aware a consumer is about a brand, the more likely they are to utilize a brand's goods and services. Thus, it would be advantageous to use this platform to curate a larger audience base. One study that surveyed millennials who lived in the Philippines National Capital Region found that purchase intentions were greatly influenced by brand awareness when marketed through Tik Tok (Gesmundo, et al., 2022).

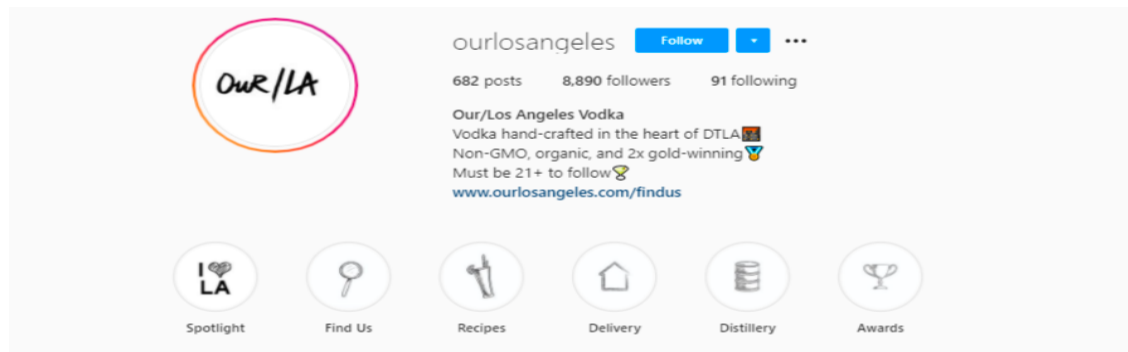


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**Tangible steps for uplifting brand awareness**

<p>Create Instagram reels of events hosted by Traffick Free.</p>	<p>These stories can also be used to promote events or infographics and cater events to more localized issues and needs.</p>
<p>Create more interactive content that allow users to comment or engage with the material being posted.</p>	<p>Uploading shareable content on Traffick Free’s official account can instigate positive trends of information sharing. For example, posting a fact sheet or infographic that can be reshared on Instagram Stories.</p>
<p>Utilize Instagram Reels or Tik Toks to create “story times” or create engaging videos that raise awareness around human trafficking.</p>	<p>Personalized stories can help invoke more engagement and promote community amongst potential victims and survivors of human trafficking.</p>
<p>Provide giveaways on the story for people who complete surveys or repost Traffick Free’s story.</p>	<p>These giveaways can be free tickets to a future event or a free sticker or T-shirt. This will allow that individual to attend a Traffick Free event and/or have merchandise which can bring attention to the organization via word of mouth.</p>

**Example of Instagram Dashboard with Instagram Reels**





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## Newsletters

In alignment with the strategic plan, where the target audience may necessitate a two-pronged approach for outreach, alternative mediums are local newsletters. A majority of newspapers are found in small-mid-sized communities and serve as a key source of information to the community. Whereas digital platforms are easier to access and more common in urban areas (Abernathy, 2022). Thus, utilizing newspaper methods to target areas outside of Chicago, such as DuPage County may be more effective in spreading awareness about human trafficking. Sending press releases or publications to local newsletters to spread the word about Traffick Free and its mission can help elevate community awareness about human trafficking and heighten brand awareness. These newsletters should ideally focus on Traffick Free’s mission, values, impact, and upcoming events.

### Possible Publications

Shaw Local News
Daily Herald
News Tribute
Chicago Sun-Times



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# Implementation of Stakeholder Engagement & Outreach Strategy

## Stakeholder Power vs. Interest Grid

<p><b>Subjects: Involve and Keep Satisfied</b> <i>(High Interest, Low Power)</i></p> <p><b>School-affiliate staff</b> (i.e., administrators, bus drivers, custodial staff, lunch service providers, teachers, and resource officers)  <b>School boards</b>  <b>Parent associations</b>  <b>Service providers</b></p>	<p><b>Players: Collaborate and Manage Closely</b> <i>(High Interest, High Power)</i></p> <p><b>Community NGO's and Nonprofits</b>  <b>Healthcare providers</b> (school nurse and practitioners, mandatory reporters)  <b>Child welfare professionals</b> (Court Appointed Special Advocates (CASA))  <b>Illinois Department of Human Services</b>  <b>Illinois Department of Children and Family Services</b>  <b>Illinois Collaboration on Youth</b>  <b>Law Enforcement</b> (Illinois State Police, Cook County Sheriff's Police Departments, DuPage County Sheriff's Office, Illinois State University Police Department)  <b>Cook County Human Trafficking Task Force</b></p>
<p><b>Crowd: Monitor and Inform</b> <i>(Low Interest, Low Power)</i></p> <p><b>General public</b>  <b>Local businesses</b> (hotel staff, food, and alcohol distributors)  <b>Transportation workers</b>  <b>Delivery staff</b></p>	<p><b>Context Setters: Consult and Keep Informed</b> <i>(Low Interest, High Power)</i></p> <p><b>Media outlets</b> (Print and Broadcast Media Channels)  <b>Local government agencies</b> (Housing Department, Health Department)  <b>Financial institutions</b>  <b>Cybersecurity professionals</b></p>

(Source: Bryson & Alston, 2011)



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## Healthcare Organizations

### Background Information

Healthcare providers serve as major players for evading trafficking efforts. Healthcare providers are often placed in close contact with human trafficking (HT) victims, but because many providers generally lack education and awareness of HT, they are unable to better capitalize on encounters to help support victims (Fraley, et al., 2020, p.132). Nurses are especially well positioned to advocate and support HT victims, particularly school nurses, have proximity to minors under the age of 18 years, which comprise a growing subtype of HT victims (Fraley, 2020, p.132). Studies conducted about the effects of educational interventions to raise HT awareness amongst providers have supported claims of heightened ability to identify victims and a shift in negative perspectives towards populations at risk of trafficking (Fraley, et al., 2020, p.139). Despite these promising figures, there is still a dearth of knowledge regarding how providers apply the information from these interventions in their practical role and the impact of a cohesive theoretical framework for curriculum design (Fraley, et al., 2020, p.139). As an arbiter of raising community awareness and directly facilitating educational programs, Traffick Free can potentially serve to address this lack of cohesive curricula.

### Engagement and Outreach Strategy

Partnering with local hospitals and clinics to host training sessions or community events regarding human trafficking awareness and prevention can help set the foundation for a working relation with healthcare organizations. Training sessions and continued exposure to healthcare professionals can help Traffick Free develop educational material that are more attuned to the distinct dynamics present within health services. Medical providers possess immense power and have the potential to drastically impact the troubling increase in trafficking rates worldwide. Traffick Free can empower healthcare professionals to become an active part of the solution.

## Schools and Educational Institutions

### Background Information

Recent estimations denote that over 300,000 children are at risk of being trafficked in the United States and a majority of vulnerable children are currently in the American School System. (Beller, 2022, p. 369). Despite these troubling statistics, this serves as an opportunity for advocating for more standardized human trafficking preventative education in school systems. Public high schools serve as optimal grounds for providing preventative education because the average age of a child that is sex trafficked in the U.S. is 15 years old, which would place the



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student anywhere between 9-12<sup>th</sup> grade (Beller, 2022, p. 370). Currently preventative legislation has gradually grown in the past couple of years through public policy (Beller, 2022, p. 372). The Human Trafficking Youth Prevent Education Demonstrative Program, started in 2020, awarded \$4.3 million to eight school districts across the county to “develop and implement programs to prevent human trafficking victimization” (Beller, 2022, p. 372). Legislative efforts can help promote widespread change, but localized efforts also have the potential to save lives. Increasingly, public school campuses and nearby student socializing locations are prey to traffickers; therefore, it is imperative that both students and supervising professionals are aware of prevention tactics and warning signs (Didier & Salas, 2019, p. 12). The U.S. Department of Education noted one of the most surprising elements of trafficking is the fact that the continued proliferation of the crime is aided by a lack of awareness and stigma and denial (Didier & Salas, 2019, p. 13). Traffick Free has the potential to radically change the tide through active awareness campaigns that effectively destigmatize human trafficking and empower victims to seek help.

## **Engagement and Outreach Strategy**

Beyond providing educational services directly, it may be helpful for Traffick Free to become involved in legislative efforts for elevating widespread education. Section 7104 of the TVPA already includes provisions that can mandate preventative education in elementary and secondary schools; therefore, it is a matter of applying pressure on the President through concerted efforts to deter trafficking (Beller, 2022, p. 370). In addition to national legislative efforts, Traffick Free can instigate state-level legislative efforts to institute preventative education in Illinois’ public high school system. Using the methodologies and frameworks of the few states that have already implemented such changes like California, Florida, and Colorado, can help ground future proposals and ensure feasibility (Beller, 2022, p. 374). The 2008 and 2019 TVPA Reauthorizations serve to help legitimize calls for more trafficking preventative education and protection (Didier & Salas, 2019, p. 14). Using a mixture of federal, state, and local statutes and methods can help further Traffick Free’s mission of dismantling the foundation of human trafficking.

## **Child Welfare and Community Organizations**

### **Background Information**

Limited capacity in child welfare has led to the creation of independent action plans in social programs to address human trafficking, but these plans lack essential knowledge on supporting the social and emotional well-being of victims. The increasing number of child trafficking victims has prompted critical studies on the intersection between child welfare and child sex trafficking (Havlicek et al., 2016, p. 127-128). Policies concerning the Commercial Sexual



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Exploitation of Children (CSEC) demonstrate the need to protect vulnerable children who are at high risk due to environmental and societal factors. Federal and local legislation, such as the Sex Trafficking Act and The Illinois Safe Children Act, emphasizes the development of information systems to identify and assist victims (Havlicek et al., 2016, p. 128). Illinois stands out as one of the first states to include a sexual abuse category, making it reportable to the Illinois Department of Child and Family Services (DCFS). Despite proactive efforts to decriminalize juvenile prostitution, challenges persist due to capacity limitations, limited awareness in identifying trafficking victims, and a lack of comprehensive care (Havlicek et al., 2016, p. 135).

Child welfare professionals face barriers in serving high-risk youth and trafficking victims, primarily due to limited system capacity. Under the Illinois Safe Children Act, children under 18 involved in sex trafficking are not prosecuted but referred to DCFS for supportive resources (Bounds, 2015). While beneficial, this policy strains social workers' ability to deliver effective services to their caseloads. The current practices of child welfare workers result in inadequate data collection on child trafficking victims. Illinois DCFS investigates cases of child abuse by adult caretakers, leaving many children unaccounted for or without services when they most need them (Bounds, 2015). To effectively engage child welfare professionals, organizations must clearly define their mission and capacity to serve families in need.

## Engagement and Outreach Strategy

Traffick Free should establish an official partnership with the Illinois Department of Family and Child Services (DFCS). Traffick Free can provide input and recommendations for policy evaluation and implementation. While many state and federal laws reflect the mission and goals of child welfare agencies, their implementation can sometimes compromise the safety and emotional well-being of child victims. According to the DCFS Policy, Politics, & Nursing Practice, investigations by the Illinois Department of Children and Family Services (DCFS) are currently limited to cases involving child abuse by an adult caretaker. The DCFS criteria for initiating an investigation of social services mandates that the alleged perpetrator be a parent, guardian, caretaker, or an individual residing in the same household (Bounds, 2015). By addressing the limitations of child welfare professionals in the context of human trafficking, it is possible to bridge the gap between policy and implementation and realign the goals and outcomes for child welfare professionals and human trafficking organizations. Traffick Free can also establish partnerships with community-based advocacy organizations that center on child welfare and other related issues. Such collaborations aim to address the intersectionality of multiple systems involving children, while encompassing various streams of action, such as enhancing knowledge, promoting education, fostering networks, and engaging with policy frameworks (Preventing Human Trafficking Using Data-Driven, Community-Based Strategies). There are several community organizations that partner with DCFS and other primary advocacy stakeholders, including Court Appointed Special Advocate (CASA), The Children's Advocacy



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Center of Illinois (CACI), and Prevent Child Abuse Illinois (PCA Illinois).

## Law Enforcement Agencies

### Background Information

Law enforcement has increasingly implemented information and communication technologies (ICTs) as well as use big data to construct more effective ways of identifying and rescuing victims (Deeb-Swihart, et al., 2019). The Internet serves as a major site for trafficking efforts therefore, the heightened need to access personal information and collaborate across police departments have posed complicated policy and privacy questions (Deeb-Swihart, et al., 2019). Nonprofit organizations aim to serve as a facilitator for the law enforcement sector and help address some of these complicated inquiries, but the multifaceted nature of issues of human trafficking (Inkpen, 2010).

Nonetheless, current research suggests a need for more education amongst law enforcement agencies. A recent study found a majority of law enforcement were unaware of the frequency and prevalence of human trafficking cases within their own city that occur on a regular basis (Clawson et al., 2006). Furthermore, research also found that many of these agencies believed that sex and labor trafficking occurred mainly among foreign victims as opposed to domestic victims in their local communities (Farrell et al., 2008). Closer inspection found that law enforcement in small to medium-sized areas, of less than 250,000, were less likely to receive training on human trafficking issues in comparison to larger metropolitan areas (Farrell et al., 2008). Thus, there is a general need to educate law enforcement who serve in small to medium-population areas since they are less likely to view human trafficking as an issue and may be less prepared compared to their larger law enforcement counterparts (Farrell et al., 2008).

Many states stress the need for educating and spreading the awareness of human trafficking “to increase victim reporting and bystander intervention” (Branscum Caralin & Fallik Seth Wyatt, 2021). One commonly adopted education provision involved the active promotion of the National Human Trafficking Hotline to certain industries with heightened exposure to trafficked individuals, such as highway rest stops, lodging or motels, and adult entertainment venues (Branscum Caralin & Fallik Seth Wyatt, 2021). An influential study performed by Bouche et al. in 2016 discovered the combined use of Safe Harbor Laws, human trafficking task forces, and the ubiquity of the National Human Trafficking Hotline in public places resulted in more human trafficking prosecutions and arrests (Branscum Caralin & Fallik Seth Wyatt, 2021). Comparatively, mandatory data collection from law enforcement and harsher penalties were less effective in increasing prosecutions and arrests (Branscum Caralin & Fallik Seth Wyatt, 2021).





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## **Engagement and Outreach Strategy**

Traffick Free could hold virtual or in-person information events that educate and unite the numerous police departments in Chicago and the surrounding regions. In doing so, it will more clearly define the issue of sex trafficking, especially among the youth, and allow different departments to collaborate on the issue more easily when the problem is consolidated. This will also clarify any misconceptions that police officers and other law enforcement personnel have on who the targeted population is involved in sex trafficking and where it can occur.

Traffick Free should further encourage law enforcement agencies to monitor dangerous or risky internet sites that are increasingly becoming a major hub for sex trafficking. Law enforcement agencies should continue utilizing information and communication technologies (ICTs) and big data to prevent human trafficking, which is especially important for the vulnerable youth population. Law enforcement agencies should also be educated on possible cases of human trafficking and be encouraged to investigate suspicious local activity.

Traffic Free should implement a stakeholder marketing campaign to be narrowly tailored for law enforcement agencies specifically. For example, the infographics and flyers posted at police stations should pertain to information on sex trafficking that law enforcement can utilize in their role in stopping violators. The marketing campaigns should include a local human trafficking hotline number, for the Chicago area, in which the police departments can answer to be more effective at responding to sex trafficking cases in their own communities.



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# Summary of Recommendations

To effectively respond to the expansive scope of human trafficking, the consulting team developed a multi-pronged set of recommendations, which includes a community outreach strategy, stakeholder engagement outreach strategy, and alternative methods of organizational empowerment. The community outreach strategy customizes proven marketing strategies to meet the needs of Traffick Free by leveraging the organization's impact as a means of sparking engagement amongst younger generations. Online media platforms can serve as powerful facilitators of change; therefore, the consulting team strongly recommends consistent utilization to optimize reach. The stakeholder engagement outreach strategy aims to provide thoughtful methods for cultivating stronger relations with stakeholders. The team suggests a multitude of methods for catering outreach specific to each stakeholder group. Ultimately, the consulting team strived to provide a robust set of resources and methodology for increased stakeholder engagement, more widespread outreach, and sustainable growth for Traffick Free.

## **Community Outreach Strategy**

- Optimize marketing initiatives to younger demographics
- Ensure regular and consistent updates across all social media platforms
- Collaborate with local and state newsletter publications
- Implement outreach resources and materials created by consulting team

## **Stakeholder Engagement Outreach Strategy**

- Develop a detailed stakeholder map
- Produce tailored and accessible trainings for stakeholders
- Serve as a community platform to foster connection with diverse organizations
- Establish official partnerships with state and local entities

## **Other Recommendations**

- Reinstate survey after establishing stakeholder relationships
- Engage in local and state legislative efforts surrounding human trafficking



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