

Session 1.2 Applying a Human Trafficking Lens

Learning Objectives By the end of this session, you will have:

- Recognized what it means to apply a human trafficking lens.
- Surfaced underlying assumptions about the profile of a victim of human trafficking.
- Considered how **these** assumptions might impact your ability to differentiate between victims and determine service needs.

In the previous session, we worked with the international definition of human trafficking as well as the specific definition enshrined in your country's law. Learning how to apply these definitions is only the first step in being able to assess for human trafficking and take the appropriate action. You will also need to recognize **the** assumptions that you or your potential partners may hold about victims of trafficking. While the anti-trafficking field has benefitted from increased public awareness in recent years, there are still many myths and misperceptions about victims of this crime.

Stereotypes can impact both your ability to identify more victims and **to** effectively advocate **on behalf of** your callers **when working with people** who may not fully understand what human trafficking looks like or how victims may act in difficult circumstances. **For example**, frontline responders who **may** not **be** specifically trained on human trafficking, but are valuable to the field because they are likely **to** come into contact with potential victims or work with other populations and may be able to provide critical services. **Other** examples include domestic violence and sexual assault service providers, child protection advocates, labor and migrant rights associations, schools, and hospitals.

Adopting a human trafficking lens simply means being proactive and intentional about spotting and explaining the indicators of this crime, as well as being able to communicate these indicators to others.

We believe that it's worthwhile for organizations to adopt a human trafficking lens to:

1. **Identify prevalence:** This is the idea that you "don't know what you don't know." In other words unless human trafficking is specifically tracked, it is difficult to measure prevalence and create systems to combat trafficking.
1. **Help identify victims:** In most cases, potential victims of trafficking do not self-identify. They may seek help for violations or abuse but not realize that they are in a trafficking situation.
1. **Better serve victims:** While trafficking victims may face similar trauma as victims of other crimes, they may need specific services or protection measures. Assessing for potential trafficking can help service providers **to** better assist victims and ensure that they do not fall back into the trafficking situation.

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Session 7.2 Identify Your Audience

Learning Objectives By the end of this session, you will have:

- Explored key considerations in defining your target audience.
- Practiced using one type of framework to better understand your target audience

We have discussed target audiences several times throughout this Toolkit. A deep understanding of your audience is extremely valuable in creating your hotline's outreach and awareness campaigns and will make a big difference in the success of any campaign you undertake.

To begin our discussion of target audiences, we will examine a sample framework developed by the International Labor Organization (ILO) and AusAid. They used this framework to better understand the audience they wanted to reach—migrant workers who are vulnerable to human trafficking in the greater Mekong sub-region—and clarify their messaging.

For their target population, the ILO and AusAid determined that they needed to better understand:

- The particular segment of the target population they wanted to impact. In this case, they decided to focus on children that were still in school, from ages thirteen to eighteen.
- Key characteristics of this segment, including education, work experience, financial situation, and emotional susceptibilities, which make individuals vulnerable to human trafficking. Based on their knowledge in the field, they determined that a youth with a high school education who is transitioning to the workforce and desires to support his/her family would be most vulnerable.
- Drivers of human trafficking, or what factors may push an individual into a trafficking situation. For youth in this region, the ILO and AusAid realized that primary drivers were the migration of family members and peers as well as the fact that traffickers are often part of the community.
- Potential outreach strategies. For school-age youth, direct outreach in schools seemed like a sensible approach.

To practice applying this framework, read through the case studies below. Each one describes a general target population. Use the accompanying table to identify each of these four pillars to better define these target audiences as if you were planning an outreach campaign with them in mind. Once you are done, answer the discussion questions that follow the exercise.

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