



**Mayor's Office to  
End Domestic and  
Gender-Based Violence**

# **Human Trafficking Prevention Month**

## **2023 Social Media Toolkit**

**#NYCagainstGBV  
#endgbv  
#SupportSurvivors  
#endhumantrafficking  
@nycagainstabuse**

# 2023 Human Trafficking Prevention Month Social Media Toolkit

## January is “National Human Trafficking Prevention Month”

January is “**National Human Trafficking Prevention**” month and **blue** is the official color to raise awareness about all forms of human trafficking and exploitation, including sex and labor trafficking. Human trafficking can impact adults and children of all genders, sexual identities, races, and ethnicities in our city. Marginalized communities – like immigrant and migrant populations – are particularly vulnerable to human trafficking due to linguistic, economic, and social barriers as well as fear of engaging with systems. Throughout January, we’re urging you to wear blue and post photos on social media with your message of support for survivors of human trafficking with the hashtags: **#endhumantrafficking #SupportSurvivors #AwarenessHelpHope #NYCagainstGBV #ENDGBV**

New York City is dedicated to identifying, engaging and supporting all survivors of human trafficking, both through service provision and prevention efforts. The Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV), the Administration for Children’s Services (ACS), and the Mayor’s Office of Immigrant Affairs (MOIA) encourage you to join us in raising awareness about human trafficking and the resources available to survivors by taking the following steps:

## LEARN MORE

**Learn more about human trafficking in adults and children.**

- Download and share [ENDGBV’s Understanding Human Trafficking brochure](#).
- Download and share [ACS’ Child Trafficking and What YOU Can Do About It brochure](#).
- Learn how to spot signs of possible child trafficking and provide interventions for trafficked children at [Children Are Not for Sale](#) and on the [ACS Trafficked Youth webpage](#).

## RECEIVE TRAINING

**Host or attend a training about trafficking for colleagues or community members.**

- Schedule a training on human trafficking by emailing [training@endgbv.nyc.gov](mailto:training@endgbv.nyc.gov)
- Attend our “**Introduction to Human Trafficking Training**,” January 27; 11:00 am by registering [here](#).
- Schedule a training on child trafficking by emailing [traffickingtraining@acs.nyc.gov](mailto:traffickingtraining@acs.nyc.gov)
- Attend trainings on trafficking and related supports and interventions for youth by registering for the **January 2023 NYC Child Trafficking Prevention Conference** [here](#).

## SHARE RESOURCES

Share resources about human trafficking and your work in support of survivors.

- Download and share the [NYC Human Trafficking Resource Guide](#)
- Share where New Yorkers can turn to for help: NYC's 24-hour Domestic Violence Hotline at 1-800-621-4673 (HOPE), NYC's 24-hour Crime Victims Hotline at 1-866-689-4357 (HELP), [NYC Family Justice Centers](#), the [NYC HOPE Resource Directory](#) for resources on domestic and gender-based violence, including all forms of human trafficking and exploitation, stalking, intimate partner and family violence, sexual assault, and elder abuse, and the National Human Trafficking Hotline at 1-888-373-7888 / TTY 711 or text 233733 (BEFREE).
- Spread awareness of immigrant New Yorkers' rights by sharing [Know Your Rights Resources](#)
- Share information about [asylum seeker resource navigation center locations and services](#)

## SHARE ON SOCIAL MEDIA

Follow us and share images, stories, or the work you, your colleagues or community members and networks are doing to help raise awareness and post them on social media with the **hashtags**:

**[#endhumantrafficking](#) [#SupportSurvivors](#) [#AwarenessHelpHope](#) [#NYCagainstGBV](#) [#ENDGBV](#)**

Use the message **"I stand with survivors of human trafficking by \_\_\_\_\_."**

Tag **ENDGBV** (@nycendgbv on Twitter, Facebook, Instagram)

**ACS** (Twitter: @ACSNYC, Facebook: @NYCChildren, Instagram: @nycacs)

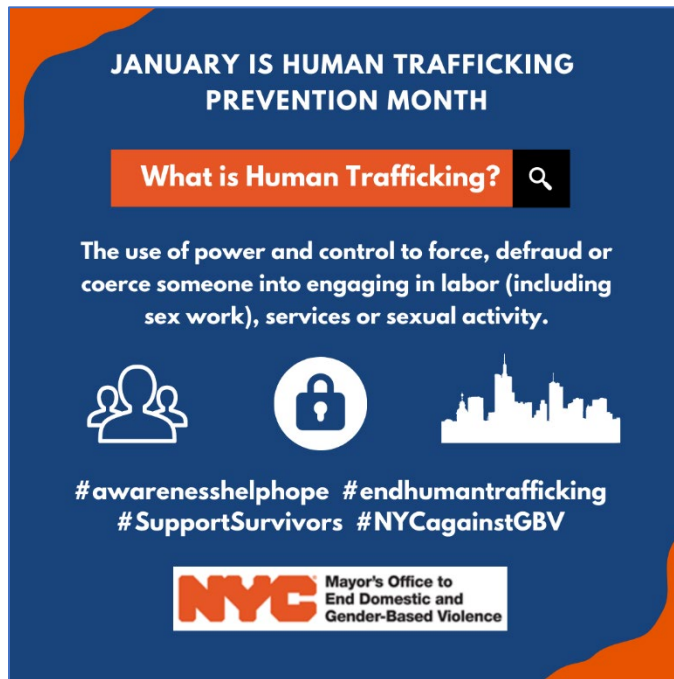
**MOIA** (@nycimmigrants on Twitter, Facebook, Instagram)

**Where possible, include resources for help:**

- Help is available. Call 311 and ask to be connected to the nearest NYC Family Justice Center or walk-in between Monday-Friday, 9AM-5PM
- Call NYC's 24-hour Domestic Violence Hotline at **1-800-621-4673 (HOPE)**, NYC's 24-hour Crime Victims Hotline at **1-866-689-4357 (HELP)**
- Go online to the [NYC HOPE Resource Directory](#) for resources on domestic and gender-based violence, including all forms of human trafficking and exploitation, stalking, intimate partner and family violence, sexual assault, and elder abuse
- Call the National Human Trafficking Hotline at **1-888-373-7888** / TTY 711 or text **233733 (BEFREE)**.

## ENDGBV Branded Human Trafficking Prevention Month Social Media Posts

Below you will find ENDGBV branded Human Trafficking Prevention Month social media tiles which you can use and share with your networks.



THIS IS HUMAN TRAFFICKING  
PREVENTION MONTH

**SEX TRAFFICKING**



Sex trafficking, or commercial sexual exploitation, is when a person or entity recruits, transports, or houses a person for the purposes of performing coerced, forced, or involuntary sex acts in return for payment or benefits.

#awarenesshelphope #endhumantrafficking  
#SupportSurvivors #NYCagainstGBV



THIS IS HUMAN TRAFFICKING  
PREVENTION MONTH

**LABOR TRAFFICKING**



is when a person or entity exploits a person for labor or services through force, fraud, coercion, debt repayment, or other forms of power or control.

#awarenesshelphope #endhumantrafficking  
#SupportSurvivors #NYCagainstGBV



HUMAN TRAFFICKING PREVENTION MONTH

**DID YOU KNOW...**



Globally, human trafficking is estimated to be a \$150 billion industry

(International Labor Organization)



In 2018, for every **10 trafficking victims** detected globally, about **five** were adult women and **two** were girls.

(Global Report on Trafficking in Persons: 2020)

#awarenesshelphope  
#endhumantrafficking  
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**POPULATIONS OFTEN VULNERABLE TO EXPLOITATION THROUGH TRAFFICKING**



People who have immigrated or migrated particularly those without permanent immigration status



Young people, especially those impacted by poverty



People who've experienced violence, including war, displacement, child abuse, sexual assault or abuse, DV and other forms of GBV



Black, Indigenous, and other people of color



Members of LGBTQIA+ community



People who do not speak English; people in poverty; people in shelter or without permanent housing



**THIS IS HUMAN TRAFFICKING  
PREVENTION MONTH**

**2023 NYC CHILD TRAFFICKING  
PREVENTION CONFERENCE**

**Survivor Voices, Technological Revelations  
and Trauma-Informed Guidance**


**13 VIRTUAL PARTICIPATORY WORKSHOPS**

**JAN. 11 - 31, 2023**

**HOSTED BY**  
**NYC Administration for Children's Services (ACS)**

Register online at:  
<https://www.nyc.gov/assets/acs/pdf/youth/childtrafficking/2023/ct-prevention-conference.pdf>

**#awarenesshelphope #endhumantrafficking  
#SupportSurvivors #NYCagainstGBV**

**NYC Children** 



Presents:

**An Introduction to  
HUMAN TRAFFICKING**

**Friday, January 27, 2023**  
**11:00 AM to 12:00 PM**

To register, copy/paste link here <http://bitly.ws/yw7b>  
or scan the **QR Code** below



Email [accessendgbv.nyc.gov](mailto:accessendgbv.nyc.gov) for ASL, CART, and other  
language interpretation and accommodations by January 18th



HUMAN TRAFFICKING  
PREVENTION MONTH

**We Stand With Survivors!**

Share images, stories & the work you're doing  
to raise awareness about Human Trafficking  
on social media with hashtags:

**#endhumantrafficking #SupportSurvivors  
#AwarenessHelpHope #NYCagainstGBV #ENDGBV**

Use message  
"I stand with survivors of human trafficking by \_\_\_\_\_,"

Tag **ENDGBV @nycendgbv**  
**MOIA @nycimmigrants**

ACS  **@ACSNYC**  **@nycacs**  **@NYCChildren**



**NYC Children**



HUMAN TRAFFICKING  
PREVENTION MONTH

**HELP IS AVAILABLE**



CALL 311 and ask to be connected to the nearest **NYC Family Justice Center** or walk-in between Monday-Friday, 9AM-5PM, NYC's 24-hour Domestic Violence Hotline at 1-800-621-4673 (HOPE)

CALL NYC's 24-hour Crime Victims Hotline  
at 1-866-689-4357 (HELP)

ONLINE: Visit the **NYC HOPE Resource Directory** at  
<https://www.nyc.gov/NYCHOPE>  
for resources on domestic and gender-based violence,  
including all forms of human trafficking.

See the **NYC Human Trafficking Resource Guide**  
[https://www.nyc.gov/assets/nychope/Downloads/PDF/2022-Citywide-Human-Trafficking-Resource-Guide\\_BKHTTF.pdf](https://www.nyc.gov/assets/nychope/Downloads/PDF/2022-Citywide-Human-Trafficking-Resource-Guide_BKHTTF.pdf)

CALL the **National Human Trafficking Hotline** at 1-888-373-7888 / TTY 711 or text 233733 (BEFREE)

