

LOUISIANA NATURAL DISASTERS & HUMAN TRAFFICKING OUTREACH TOOLKIT

September 2022



The Office of
**HUMAN TRAFFICKING
PREVENTION**



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Overview

Louisiana is all too familiar with the devastating power of natural disasters. In the aftermath of disasters, human trafficking is an unexpected crime that can occur. As we saw after Hurricane Katrina, and more recently Hurricane Ida, traffickers often seek to take advantage of vulnerable communities to exploit people for commercial sexual acts and labor services.

This toolkit was developed by the Louisiana Governor's Office of Human Trafficking Prevention (OHTP) and the Natural Disasters Working Group (NDWG), a working group of the Louisiana Human Trafficking Prevention Commission and Advisory Board (HTPCAB) Labor Trafficking Subcommittee in 2022. The working group was led by chair Leanne McCallum Desselle and stakeholders from across the state with expertise in anti-labor trafficking, immigration, and disaster preparedness. Key partner agencies included FEMA, GOHSEP, Louisiana Alliance of Children's Advocacy Centers, immigration legal clinics, and other direct victim-service agencies statewide. This plan was developed in the Spring-Fall of 2022 following the recommendations of the Human Trafficking Prevention Commission's 2021 Annual Report. This is an abbreviated version of the full toolkit for use during the 2022 hurricane season. To download the outreach materials, visit humantrafficking.la.gov/resources/disasters/.

Human Trafficking Response in Louisiana

The Office of Human Trafficking Prevention serves as a lead governmental agency responsible for coordinating and implementing statewide efforts to combat human trafficking in Louisiana. The OHTP works in collaboration with public and private agencies to prevent exploitation, to increase identification of victims, and to bolster supportive services and improve victim outcomes. A survivor-informed and trauma-informed guides its work. Learn more about human trafficking, locate victim services, and download resources at humantrafficking.la.gov.

Defining Human Trafficking

Human trafficking is the crime of using force, fraud, or coercion to compel a person into commercial sexual activity or labor services. Human trafficking, including sex and labor trafficking, is a crime under Louisiana Revised Statutes [14:46.2](#) and [14:46.3](#), and under 22 U.S. Code 7102, also known as the Trafficking Victims Protection Act.

Labor Trafficking is the crime of using force, fraud, or coercion to induce another individual into providing labor or services. Common types of sites where labor trafficking occurs in Louisiana include the seafood industry, agriculture, aquaculture, restaurants, construction, and the drug

trade. After natural disasters, labor trafficking may increase in the recovery and rebuilding stages, including in the construction, debris clean-up, and the hospitality industry.¹

Sex Trafficking is the crime of using force, fraud, or coercion to induce another individual into commercial sexual activity. In Louisiana, it is not required to demonstrate the use of force, fraud, or coercion when the victim is under the age of 21. This means that any person in Louisiana under the age of 21 who is engaging in commercial sex acts is a victim of a crime.

About the Toolkit

This toolkit was created to support Louisiana governmental and disaster response entities in human trafficking prevention in disaster contexts.

This toolkit includes the following resources:

- Louisiana Natural Disasters Human Trafficking Outreach Toolkit
- 6 awareness flyers, available in English, Spanish, and Vietnamese
- Virtual social media square images in English, Spanish, and Vietnamese
- Virtual social media banner images in English
- 1 “client help card” available in English

To download the materials in the toolkit, visit humantrafficking.la.gov/resources/disasters/ and click the highlighted link below each item. The material in the toolkit may be printed or disseminated virtually. For print use, the flyers are sized 8.5 x 11 inches. The client help cards are sized 3.5 x 2 inches.

Guidelines for Use

When utilizing visual media from this toolkit, we ask that you consider the following:

- Integrate your media campaign within a comprehensive marketing plan that leverages multiple communication strategies (considering paper flyers, social media, email correspondence, and more).
- Plan ahead by developing protocols and procedures on human trafficking prevention after a natural disaster. As part of the planning process, you may need to raise awareness of the link between emergency disasters and human trafficking, labor exploitation, and other forms of sexual violence.
- When a disaster occurs, be aware of the disaster shelter landscape in your area and how best to use the toolkit’s resources in conjunction with local partners.
- Know your community! Partner with public, non-profit, and faith-based partners in your region to know what resources are available after a natural disaster. Consider how to

¹ Stahl, Morgan et al. (2018). Trafficking Prevention and Disaster Response Literature Review. Office of Trafficking in Persons. National Human Trafficking Training and Technical Assistance Center.

best coordinate your efforts to implement a comprehensive trafficking response in the wake of an emergency.

- We ask that you not represent yourself as the Louisiana Governor's Office of Human Trafficking Prevention when using the toolkit's resources.
- The material in the toolkit is not editable to preserve the intellectual and artistic integrity of this campaign. If you have any feedback or suggestions about this content, please reach out to the Louisiana Governor's Office of Human Trafficking Prevention (OHTP) at humantrafficking@la.gov.

Values

Ethical standards and practices will be upheld on all forms of outreach affiliated with this toolkit. No organizations, groups, or individuals shall be misrepresented, and all posts will have sound research to back up claims. Any accompanying information, pictures, videos, or posts should not be sexually explicit. They should not employ racial, religious, sexual orientation, age, gender, or disabled discriminatory language or beliefs. The Governor's Office of Human Trafficking Prevention (OHTP) will encourage its social media visitors to provide feedback to social media managers if content written, shared, or endorsed is considered to be exploitative, stereotyping, triggering, traumatizing, unrepresentative, etc. of victims of trauma. All outreach and awareness materials should employ thoughtful use of language, images, and statistics. The OHTP is committed to portraying human trafficking and other trauma, along with portraying victim and survivor experiences, in an honest and respectful way. The OHTP strives to use authentic, empowering, and respectful content.

Sensationalism is a journalistic approach that uses shocking stories, images, and language that grab public attention at the expense of accuracy. Sensationalism can be harmful to victims/survivors because it misrepresents their experiences by focusing on the most shocking and horrific aspects of their experiences, rather than their triumphs and strengths. In addition, images and stories of trauma can be particularly triggering or re-traumatize people who have already been victimized by others. Honoring the OHTP's commitment to implementing a victim-centered, trauma-informed approach, this campaign aims to avoid the use of sensational stories and representation.

To learn more about anti-human trafficking efforts in Louisiana, please visit the Human Trafficking Prevention Resource Center of Louisiana at humantrafficking.la.gov. To inquire about the information in this toolkit, please contact the Governor's Office of Human Trafficking Prevention at humantrafficking@la.gov.

Implementation Plan

Messaging and implementation activities should align with the Emergency Management Wheel from the Federal Emergency Management Agency (FEMA) to reflect the conditions that citizens may be facing. These phases include: preparedness, response, recovery, mitigation, and continuity. Below are examples of activities that should be conducted throughout a disaster cycle. To download the outreach materials, visit humantrafficking.la.gov/disasters.



Preparedness

No known threat

- Flyers should be distributed to disaster response agencies in print form to include in any preparedness effort or sites.
- Visual media should be updated regularly to include any new or updated information.
- Develop protocols and procedures and coordinate in advance with partners and potential stakeholders.
- Raise awareness of the link between disasters and human trafficking.
- Engage with disaster response professionals and social service providers to train them to spot signs of human trafficking.

Threat identified (1-7 days ahead of disaster event)

- Communicate with partner points of contact at key agencies to ensure that they have print copies of flyers to include at any sheltering sites or disaster recovery sites.
- Post on social media about dangers that can happen during a disaster, and encourage people to seek help from reputable places.

Response (immediate aftermath of disaster)

- Post on social media about general resources in impacted communities
- Post on social media about the dangers of human trafficking post-disaster
- Support disaster response organizations to provide any additional flyers or resources for on-the-ground efforts
- Engage with partners to ensure they're integrating anti-trafficking response into their efforts
- Place posters up at key locations where vulnerable people congregate, such as disaster resource centers and congregate sheltering locations.

Recovery

- Post on social media about general resources in impacted communities
- Post on social media about the dangers of human trafficking post-disaster
- Engage with partners to ensure they're integrating anti-trafficking response into their efforts
- Provide updated resources specific to disaster recovery
- Provide disaster recovery-specific know-your-rights information for laborers and recovery workers
- Engage with disaster response professionals and social service providers to ensure they have resources to serve people who are experiencing human trafficking.
- Provide at-risk populations with resources to spot human trafficking and get help.

Mitigation

- Provide disaster recovery-specific know-your-rights information for laborers and recovery workers
- Engage with disaster response professionals and social service providers to ensure they have resources to serve people who are experiencing human trafficking.
- Provide at-risk populations with resources to spot human trafficking and get help.
- Review past disaster response efforts to identify successes and opportunities to improve future disaster response efforts.

Continuity

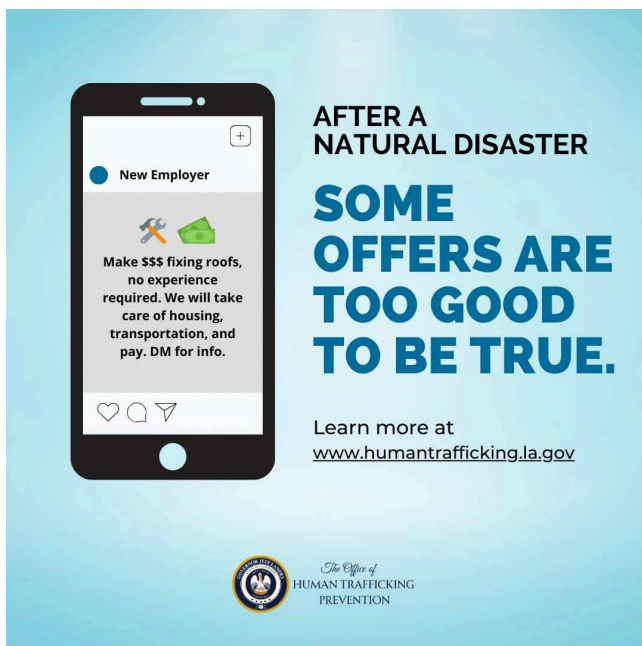
- Flyers should be distributed to disaster response agencies in print form to include in any preparedness effort or sites.
- Visual media should be updated regularly to include any new or updated information.
- Update protocols and procedures with partners and potential stakeholders for disaster response efforts.
- Raise awareness of the link between disasters and human trafficking.
- Engage with disaster response professionals to train them and spot signs of human trafficking.
- Review past disaster response efforts to identify successes and opportunities to improve future disaster response efforts.

Messaging Samples

Overall, social media and public messaging should focus on simple, practical, plain-language information to help vulnerable people. These examples are in English. Flyers and social media square images are also available in Spanish and Vietnamese. With all social media posts, we suggest you include one of the social media images created for this campaign to draw viewers. Above each post example we have included relevant resource suggestions that you can also link to in your posts.

Preparedness

Post Example



“Ahead of the storm, it is important to identify resources and help in case you and your family are impacted by *insert weather event*. After disasters, some people may try to take advantage of storm survivors by offering false help.

If you or someone you know is working and cannot leave because of threats, lack of payment, or physical violence, you have rights. Free help is available. Call 1-888-373-7888 or Text "Help" to 233733. You can learn more about human trafficking and resources for help at www.humantrafficking.la.gov, and find disaster resources at www.getagameplan.org/.”

Additional Resources

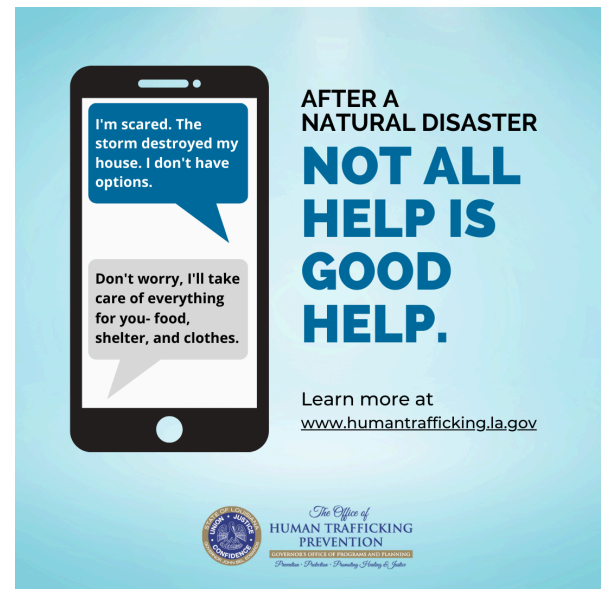
- [Get a Game Plan](#) Louisiana
- [Office of Human Trafficking](#) Prevention website
- [National Human Trafficking Hotline](#)
- [Polaris](#)
- FEMA [Ready.gov](#)
- [CDC Human Trafficking Resources](#)
- [Louisiana 211](#)
- Houston Mayor’s Office [Emergency Disaster Response and Trafficking Toolkit](#)

Response

Post Example

“As the *insert weather event: such as waters, winds, etc* recede, other dangers may linger. Some people may try to take advantage of those impacted by natural disasters. Know the difference between good and bad help. Free assistance is available. Call 2-1-1 to find local resources in your community.

If you or someone you know is being exploited for commercial sex or labor services, call 1-888-373-7888 or Text "Help" to 233733. You can learn more about human trafficking and resources for help at www.humantrafficking.la.gov, and find disaster resources at www.getagameplan.org.”

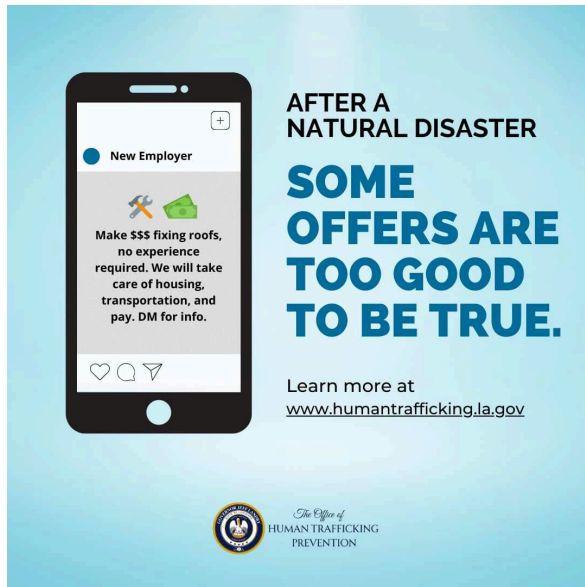


Additional Resources

- [OHTP](#) website
- [National Human Trafficking Hotline](#)
- FEMA [Ready.gov](#)
- [GOHSEP](#) / [Get a Game Plan](#)
- [Louisiana 211](#)
- [988 Suicide and Crisis Lifeline](#)
- Disaster Assistance <https://www.disasterassistance.gov/>
- Houston Mayor's Office #WatchforTraffick key phrases to look out for <https://humantraffickinghouston.org/resources/watch-for-traffick-after-natural-disasters/>
- Disaster Legal Responders: <https://www.emergencylegalresponders.org/home>
- Southeast Louisiana Legal Services: [SLLS COVID-19 and Disaster Legal Aid Hotline: 1-844-244-7871](#) <https://slls.org/>

Recovery

Post Example



“As we recover from *insert weather event*, some people may try to take advantage of natural disaster survivors and recovery workers. Trust your gut- some offers are too good to be true.

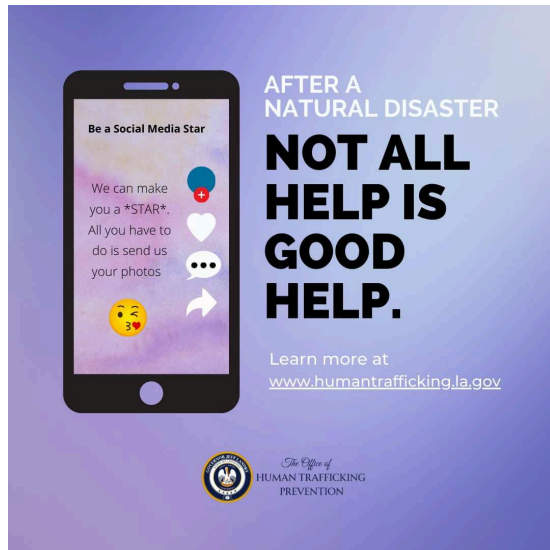
If you or someone you know is working and cannot leave because of threats, lack of payment, or physical violence, you have rights. Free help is available. Call 1-888-373-7888 or Text "Help" to 233733. You can learn more about human trafficking and resources for help at www.humantrafficking.la.gov, and find disaster resources at www.getagameplan.org.”

Additional Resources

- FEMA Ready.gov
- GOHSEP
- [Louisiana 211](http://Louisiana211)
- [988 Suicide and Crisis Lifeline](http://988SuicideandCrisisLifeline)
- [Know Your Rights](http://KnowYourRights)
- Disaster Legal Responders: <https://www.emergencylegalresponders.org/home>
- Southeast Louisiana Legal Services: [SLLS COVID-19 and Disaster Legal Aid Hotline: 1-844-244-7871 https://slls.org/](http://SLLS.COVID-19andDisasterLegalAidHotline)

Mitigation

Post Example



“As we recover from *insert weather event*, some people may try to take advantage of natural disaster survivors and recovery workers. Trust your gut- some offers are too good to be true.

If you or someone you know is working and cannot leave because of threats, lack of payment, or physical violence, you have rights. Free help is available. Call 1-888-373-7888 or Text "Help" to 233733. You can learn more about human trafficking and resources for help at www.humantrafficking.la.gov, and find disaster resources at www.getagameplan.org.”

Additional Resources

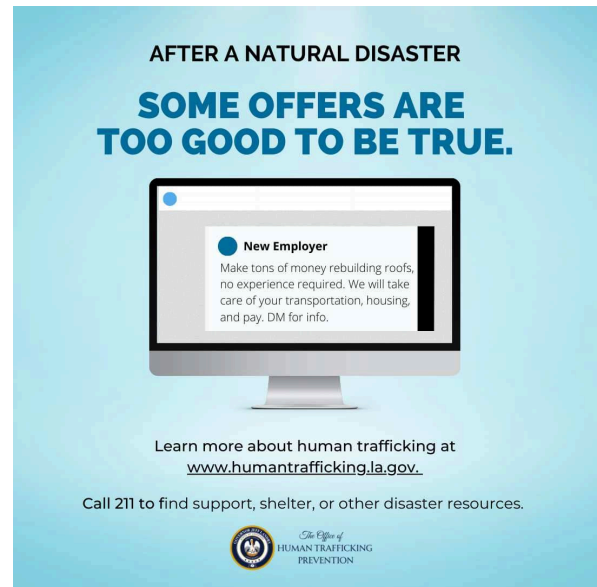
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- [GOHSEP](#)
- [Louisiana 211](#)
- 988 Suicide and Crisis Lifeline
- Disaster Assistance <https://www.disasterassistance.gov/>
- Houston Mayor’s Office #WatchforTraffick key phrases to look out for <https://humantraffickinghouston.org/resources/watch-for-traffick-after-natural-disasters/>
- Disaster Legal Responders: <https://www.emergencylegalresponders.org/home>
- Southeast Louisiana Legal Services: [SLLS COVID-19 and Disaster Legal Aid Hotline: 1-844-244-7871 https://slls.org/](#)

Continuity

Post Example

It is important to identify resources and help in case you and your family are impacted by a natural disaster. After disasters, some people may try to take advantage of people impacted by natural disasters by offering false help.

If you or someone you know is working and cannot leave because of threats, lack of payment, or physical violence, you have rights. Free help is available. Call 1-888-373-7888 or Text "Help" to 233733. You can learn more about human trafficking and resources for help at www.humantrafficking.la.gov, and find disaster resources at www.getagameplan.org."



Additional Resources

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Reporting and Helplines

The following is a list of reporting and helplines. *If someone is in immediate danger, please call 911 immediately.*

National Human Trafficking Hotline: Call the hotline at 1-888-373-7888 to speak with a specially trained Anti-Trafficking Hotline Advocate. You may also text 233733 or [chat](#) with an advocate online. The hotline is available 24 hours a day, 7 days a week, in more than 200 languages.

Louisiana Child Abuse/Neglect Hotline: If you know a Louisiana child is being abused or neglected, or is a child victim of sex trafficking, call 855-452-5437. The hotline is available 24/7. All calls are confidential.

Louisiana 211: Call 211 or text your zip code to 898-211 to get help with everyday needs, including food, clothing, shelter, and parenting and employment support. 211 is a confidential, free service. Available in every parish.

988 Suicide and Crisis Line: If you need emergency emotional or mental health support, call or text **988**. The helpline is free, confidential, and available 24/7.

Domestic Violence Hotline: For a dating or domestic violence situation, locate help in your area here or by calling the Louisiana Hotline at 1-888-411-1333. The hotline is free, confidential, and available 24 hours a day, seven days a week.

Sexual Assault Crisis Phonenumber: Please call the LaFASA crisis phone line at **888-372-8995 (24/7)** or send a text to **225-351-7233** for care and support.

Louisiana Workforce Commission: Call 1-800-201-3362 to report a Louisiana Labor Law Violation. For child labor violation in Louisiana: File a complaint to the [Louisiana Workforce Commission](#) or by calling 1-225-219-2989.

OSHA: For workplace safety concerns, file a safety complaint online OSHA, or call your [Local OSHA Office](#) or 800-321-6742 (OSHA). Visit [osha.gov/workers/file-complaint](https://www.osha.gov/workers/file-complaint) to learn more about your rights and how to file a complaint.

EEOC / Louisiana Commission on Human Rights: For workplace discrimination, file a discrimination complaint with EEOC at <https://www.eeoc.gov/filing-charge-discrimination> or the Louisiana Commission on Human Rights (LCHR) [here](#).

Department of Labor, Wage and Hour Division: For unfair wages or wage complaints, call the Department of Labor's Wage and Hour Division at 1-866-487-9243 to file a complaint and ask questions about federal labor laws. Visit dol.gov/agencies/whd/contact/complaints to learn more about your rights.

To inquire about the information in this toolkit, please
contact the Governor's Office of Human Trafficking
Prevention at humantrafficking@la.gov.



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