

2023


Modern Slavery and Human Trafficking Awareness Month Toolkit



Giving
Hope
Today

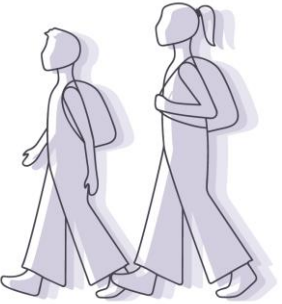
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**January
Modern Slavery
and
Human Trafficking
Awareness Month**



Stand up so it's
Not in my community. Not in my country.
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BRVE TRAFFICKING PREVENTION **THE SALVATION ARMY** **NEXT STEP** MINISTRIES



Sometimes youth continue going to school, living at home and participating in extracurricular activities – even **while** being trafficked.

#NotHere
Modern Slavery & Human Trafficking
January Awareness Month

BRVE TRAFFICKING PREVENTION **THE SALVATION ARMY** **NEXT STEP** MINISTRIES

Source: Love146

- Campaign
- Key dates
- Campaign writing prompts

About: Modern Slavery and Human Trafficking



Modern Slavery and Human Trafficking

Modern slavery and human trafficking is happening here in Canada and Bermuda. Whether we realize it or not, it's happening in our homes, communities, towns and cities.

January is Modern Slavery and Human Trafficking Awareness Month, a time to raise awareness about the different forms of human trafficking. We are asking individuals to join us to educate the public.

Additional Resources

There are additional resources available on [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023) which include:

- [Social media assets](#)
- Webinars
 - [January 10, 2023](#)
 - [January 17, 2023](#)
- Videos: Modern Slavery and Human Trafficking | Methods of Recruitment.
 - Canada <https://youtu.be/9I-6laOQw1k>
 - Bermuda <https://youtu.be/oPzJ2w1oKKI>
 - French <https://youtu.be/M9aEkV-D-u8>



Campaign Creatives

TIP: When posting photos/images to social media, please ensure they capture the following (and ensure there is a balance between the fun and warm/authentic):

- ✓ Authenticity
- ✓ Teamwork
- ✓ Camaraderie
- ✓ Fun
- ✓ Warmth



Photo Usage

When using social media, we ask that you exercise good judgement and are respectful of copyright policies.

- Using images/photos helps our brand leverage the power of visual social media
- Don't tell if you can show – wherever possible, use visuals to share your message
- Images = emotion and connection
- Add captions, descriptions and hashtags to images/videos
- People make decisions and take action quicker when prompted by images
- **Please only use images from the campaign digital assets.**

Campaign Creatives

In this [link](#) you'll find the assets.



Campaign Creatives: Usage Rights

Usage rights

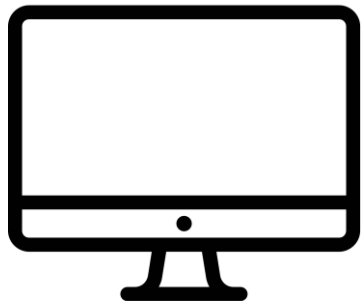
It is important to note that The Salvation Army only has permission to use certain creatives during the campaign period outlined in the toolkit.

Any creatives with the campaign name mentioned and call-to-action to donate **should not** be used outside of the campaign period. Every campaign will have specific permissions for each photo.

Permissions to use photos outside of campaign period: **NO**



National Pages



Below are the national social media accounts that will be actively posting.

1. You can **share** our national posts on your local pages
2. Utilize our posts for **inspiration**
3. Make sure you **like, engage** and **comment!**
4. Ensure to **tag** our accounts when you want a bigger reach!

	Facebook.com/SalvationArmy
	Twitter.com/SalvationArmy
	Instagram.com/SalvationArmyCanada



Key Campaign Dates



Date	What	Action required
January 2, 2023	Campaign Intro	<ul style="list-style-type: none">• Post writing prompts
January 3, 2023	Canada and MSHT	<ul style="list-style-type: none">• Post writing prompts
January 6, 2023	Webinar Promo	<ul style="list-style-type: none">• Post writing prompts
January 9, 2023	Child Trafficking	<ul style="list-style-type: none">• Post writing prompts
January 16, 2023	Labour Trafficking Canada and Global	<ul style="list-style-type: none">• Post writing prompts
January 23, 2023	Global MSHT	<ul style="list-style-type: none">• Post writing prompts
January 30, 2023	Canada Indigenous Women and Girls	<ul style="list-style-type: none">• Post writing prompts
January 31, 2023	Call the Hotline Campaign Close	<ul style="list-style-type: none">• Post writing prompts



Writing prompts



Writing prompts – January 2, 2023



January is Modern Slavery and Human Trafficking Awareness Month.

Modern Slavery and Human Trafficking (MSHT) crimes exist in Canada and around the world. Every January, the month is dedicated to raising awareness of these horrific injustices.

To learn more about The Salvation Army's January awareness campaign and response to MSHT, visit [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

Stand up so it's not in my community—not in my country! #NotHere



January is Modern Slavery and Human Trafficking Awareness Month.

Modern Slavery and Human Trafficking (MSHT) crimes exist in Canada and worldwide.

To learn more about The Salvation Army's MSHT campaign and response, visit <http://bit.ly/3HQplc7> #NotHere



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Suggested creative:

January
Modern Slavery and Human Trafficking
Awareness Month



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Writing prompts – January 3, 2023



Based on reported incidences, the two dominant forms of human trafficking in Canada are sex (71%) and labour trafficking (7%). While women and girls make up the majority of people experiencing human trafficking—men, boys and members of the LGBTQ2S+ community are also victims.

Be informed and get involved today at [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

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Headline: Be informed and get involved today

Link: [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023)



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Suggested creative:

Sex (71%) and labour trafficking (7%) are the dominant forms of human trafficking in Canada.

#NotHere

Modern Slavery & Human Trafficking
January Awareness Month



Sources: Canadian Centre to End Human Trafficking, Statistics Canada



Writing prompts – January 6, 2023



January is Modern Slavery and Human Trafficking Awareness Month

Join our webinars this month to learn more about child trafficking and labour exploitation in Canada and around the world.

For more information visit [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

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Headline: Learn more

Link: [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023)



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Suggested creative:

January
Modern Slavery & Human Trafficking
Awareness Month - Webinars

Preventing Child Trafficking
JANUARY 10, 2023



Labour Trafficking & Labour
Exploitation Canada - Global
JANUARY 17, 2023



Writing prompts – January 9, 2023



Did you know? Sometimes youth continue going to school, living at home and participating in extracurricular activities – even while they are being trafficked.

Stand up against modern slavery and human trafficking. You may think that it's not happening in [INSERT LOCATION]—but it is.

Be informed and get involved today [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

Stand up so it's not in my community—not in my country! #NotHere



#DYK? Sometimes youth continue going to school, living at home and participating in extracurricular activities – even while they are being trafficked.

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Headline: Be informed and get involved today

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#DYK? Sometimes youth continue going to school, living at home and participating in extracurricular activities – even while they are being trafficked.

Stand up against modern slavery and human trafficking. You may think that it's not happening in [INSERT LOCATION]—but it is.

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Sometimes youth continue going to school, living at home and participating in extracurricular activities – even **while being trafficked.**

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Modern Slavery & Human Trafficking
January Awareness Month



Source: Love146



Writing prompts – January 16, 2023



In Canada, labour exploitation can affect migrant workers. Approximately 80,000 Temporary Foreign Workers come to Canada every year.

Do your part by raising awareness to help prevent trafficking before it occurs. Share this post to help raise awareness.

Be informed and get involved today at [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

Stand up so it's not in my community—not in my country! #NotHere



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Suggested creative:

In Canada, **labour exploitation** can affect migrant workers. Approximately **80,000** Temporary Foreign Workers come to Canada every year.

#NotHere

**Modern Slavery & Human Trafficking
January Awareness Month**



Writing prompts – January 23, 2023



The number of people experiencing modern slavery and human trafficking globally has increased to an estimated 49.6 million people on any given day. This means worldwide approximately:

- 27.6 million people are experiencing forced labour and sexual exploitation
- 22 million individuals are experiencing forced marriages

Stand up so it's not in my community—not in my country!

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Suggested creative:

The number of people experiencing **modern slavery and human trafficking** globally has increased to an estimated **49.6 million people** on any given day.

#NotHere

Modern Slavery & Human Trafficking
January Awareness Month



Sources: International Labour Organization (ILO), Walk Free



Writing prompts – January 30, 2023



Indigenous women and girls are overrepresented in sex trafficking/exploitation in Canada. It's estimated that they make up 50% of sex trafficking victims, despite making up 4.3% of Canada's population. The root causes of their exploitation include pervasive racist and sexist stereotypes, ongoing marginalization and the normalization of colonial violence.

Be informed and get involved today at [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

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Suggested creative:

It's estimated that **Indigenous women and girls make up 50%** of sex trafficking victims, despite making up **4.3%** of Canada's population.

#NotHere
Modern Slavery & Human Trafficking
January Awareness Month



Sources: Ontario Newsroom, Paula Newton



Writing prompts – January 31, 2023



Fact: Modern Slavery and Human Trafficking exists in Canada and around the world.

Don't hesitate to call the hotline if you suspect a person may be a victim of modern slavery and human trafficking.

Be informed and get involved today at [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023).

Stand up so it's not in my community—not in my country! #NotHere



Fact: Modern Slavery and Human Trafficking exists in Canada and worldwide.

Don't hesitate to call the hotline if you suspect a person may be a victim of modern slavery and human trafficking. Stand up so it's not in my community—not in my country!

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Headline: Be informed and get involved today

Link: [Salvationist.ca/not_here_movement_2023](https://salvationist.ca/not_here_movement_2023)



Fact: Modern Slavery and Human Trafficking exists in Canada and around the world.

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Suggested creative:

If you suspect a person may be a victim of modern slavery and human trafficking call the **National Human Trafficking Hotline at 1-833-900-1010.**

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Modern Slavery & Human Trafficking
January Awareness Month



Writing prompts – Appropriate Hashtags



Hashtags are generally leveraged on platforms such as Twitter and Instagram. Below, you will find a list of hashtags to use. Please use them at your discretion.

**Reminder: Do not use your own created hashtags, only leverage hashtags that are relevant or trending.*

Hashtag
#HumanTrafficking
#NotHere
#GivingHopeToday





Giving
Hope
Today

Thank you!

Campaign inquiries: ray.lamont@salvationarmy.ca

Toolkit inquiries: corey.robert@salvationarmy.ca

2022 Toolkit Calendar: <https://airtable.com/shrSnhN6vv9EYSPPk>