

# 2024

## Modern Slavery and Human Trafficking Awareness Month Toolkit



Giving  
Hope  
Today

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**Stand up so it's  
Not in my community. Not in my country.  
#NotHere**

# About: Modern Slavery and Human Trafficking

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## 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\\_2024](https://salvationist.ca/not_here_movement_2024) which include:

- [Social media assets](#)
- [Training Resource](#)
- 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

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**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

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### 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

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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!



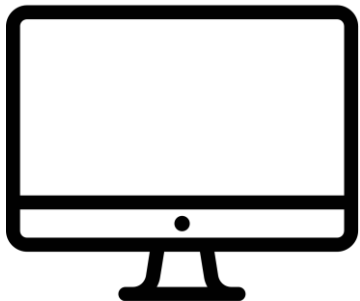
[Facebook.com/SalvationArmy](https://www.facebook.com/SalvationArmy)



[Twitter.com/SalvationArmy](https://twitter.com/SalvationArmy)



[Instagram.com/SalvationArmyCanada](https://www.instagram.com/SalvationArmyCanada)



## Key Campaign Dates

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Date	What	Action required
January 5, 2024	Campaign Intro	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 6, 2024	Global MSHT	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 7, 11 and 17, 2024	Brave Circle Training promo	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 8, 2024	Canada and MSHT	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 15, 2024	Canada Indigenous Women and Girls	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 22, 2024	Child Welfare Services and MSHT	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 29, 2024	Child Trafficking	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>
January 31, 2024	Call the Hotline Campaign Close	<ul style="list-style-type: none"><li>Post writing prompts</li></ul>





# Writing prompts

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## Writing prompts – January 5, 2024



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 [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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



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To learn more about The Salvation Army's MSHT campaign and response, visit <https://bit.ly/3NsKMIT>

#NotHere



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## Writing prompts – January 6, 2024



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 [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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**Headline:** Be informed and get involved today

**Link:** [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)



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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**



Source: Government of Canada



## Writing prompts – January 7, 11 and 17, 2024



Brave seeks to end the exploitation of young women by empowering those most at risk through ongoing mentorships and empowerment events.

Join us to learn more about The Salvation Army's new Brave Circle resource that aims to educate and empower young women around the topic of modern slavery and human trafficking.

Be informed and get involved today: [www.Salvationist.ca/msht-brave](http://www.Salvationist.ca/msht-brave)



Brave seeks to end the exploitation of young women by empowering those most at risk through ongoing mentorships and empowerment events.

Be informed and get involved today: <https://bit.ly/3GHPWGF>

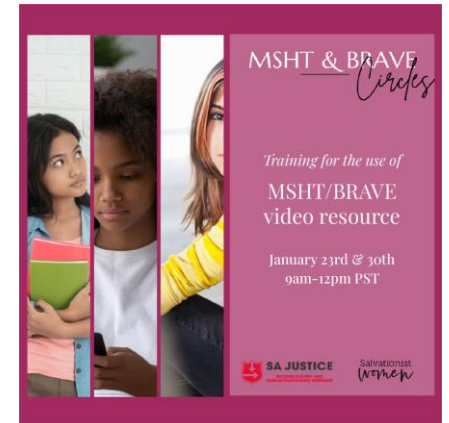


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### Suggested creative:



## Writing prompts – January 8, 2024



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 [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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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 15, 2024



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.

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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 22, 2024



An estimated 51% of trafficked girls in Canada from 2019-2020 were or had been involved with the child welfare system.

To learn more about The Salvation Army's MSHT campaign and response, visit [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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

#NotHere



An estimated 51% of trafficked girls in Canada from 2019-2020 were or had been involved with the child welfare system.

To learn more about The Salvation Army's MSHT campaign and response, visit Not Here! [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

#NotHere



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#NotHere



### Suggested creative:

An estimated **51% of trafficked girls** in Canada from 2019-2020 were or had been **involved with the child welfare system.**

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



Source: The Canadian Centre to End Human Trafficking's report



## Writing prompts – January 29, 2024



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 [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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.

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

**Headline:** Be informed and get involved today

**Link:** [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)



#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.

Be informed and get involved today at [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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



### Suggested creative:

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



Source: Love146





## Writing prompts – January 31, 2024



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 [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)

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!

#NotHere

**Headline:** Be informed and get involved today

**Link:** [www.Salvationist.ca/not\\_here\\_movement\\_2024](http://www.Salvationist.ca/not_here_movement_2024)



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.**

**#NotHere**

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](mailto:ray.lamont@salvationarmy.ca)

Toolkit inquiries: [corey.robert@salvationarmy.ca](mailto:corey.robert@salvationarmy.ca)

2024 Toolkit Calendar: <https://airtable.com/shrSnhN6vv9EYSPPk>