

SIGNAGE ABOUT HUMAN TRAFFICKING AWARENESS: OVERVIEW AND GUIDANCE



#DestinationHope



INTRODUCTION

The #DestinationHope campaign is designed for use by airports across Canada, United States and Mexico to actively counter human trafficking by raising awareness through thoughtful messaging in a sign addressed to the public. The QR code on each sign redirects to information about human trafficking from a reliable source in the country in which the sign is intended to be used. This link enables people to access resources that shed more light on the crime of human trafficking in relation to the country they are in.

The hashtag slogan #DestinationHope alongside the heart-of-hands image were crafted to suggest a journey toward a positive future for all travellers, encourage a sense of community, and spark curiosity to learn more on how to prevent human trafficking.

This campaign was created in collaboration with the Port of Seattle, human trafficking survivors, and subject matter experts who equip employers across industries to counter human trafficking.



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OVERVIEW OF SIGNS

While most travellers in airports are not victims of human trafficking, human trafficking victims are among the many people who travel through airports daily. Every airport can help increase travellers' awareness of human trafficking and ability to act on behalf of victims, and help victims connect with the support they need. This toolkit supports these actions by providing downloadable files for a sign addressed to travellers.

The sign addressed to travellers looks like this:



 **#DestinationHope**
#DestinationEspoir

 [Logo]



#DestinationHope

The sign is available in multiple versions for use in Canada, Mexico, and the United States. The versions included are designed to be used on social media, in other digital spaces and print. The sign is in languages specific for each country and the national human trafficking hotline of each country is provided in the versions labelled for use in that country.

SOCIAL MEDIA

Suggested text to accompany a social media post about the #DestinationHope campaign:

[Airport name] is departing for #DestinationHope to help fight against human trafficking. We're training airport employees to recognize and respond effectively to indicators of human trafficking and installing signs that equip travellers to support victims in finding the help they need. Everyone has a role to play in countering human trafficking when you're travelling—find yours and join us!

- ▶ Alternative Text: Main graphic is an illustration of multiple hands coming together to form a heart.

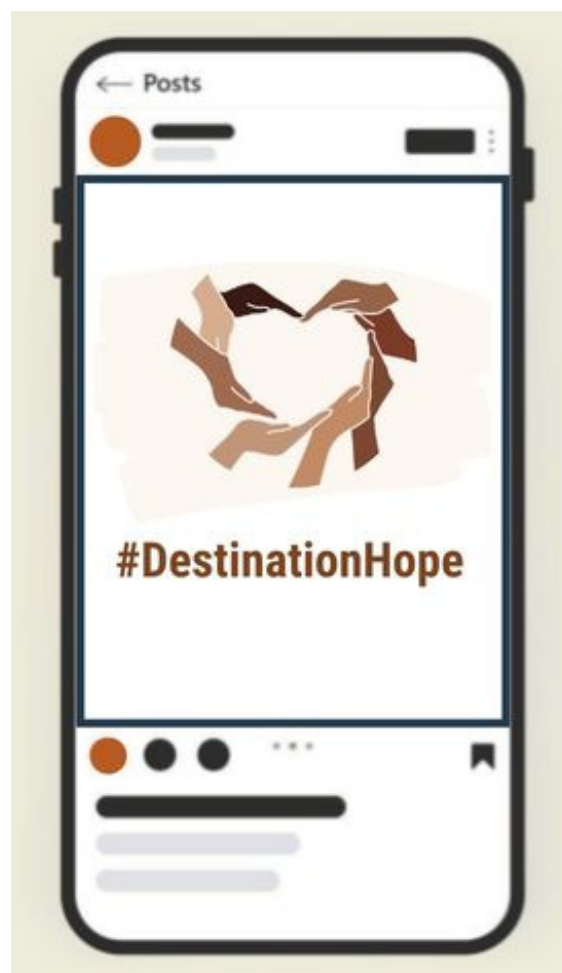


#DestinationHope

Image for social media post:



#DestinationHope



#DestinationHope

CO-BRANDING AND TRANSLATION GUIDELINES

All the sign files may be downloaded and used as is without cost. The logo for BEST may not be removed and the signs may not be altered, with the exception of co-branding by the addition of an airport's logo. Any airport using the signs should co-brand each file they choose to use by adding their logo to cover the [Logo] text on the sign. When co-branding, use a logo that is not transparent. It is recommended to use a black and white logo for accessibility by those with vision impairment.

The orange arrow below points to the location where an airport's logo should be placed on each sign file.



#DestinationHope



Do you know someone being forced to work or have sex for shelter, clothes, food, drugs, or money?

There is a way out **AND YOU CAN HELP THEM FIND IT.**

Call the Canadian Human Trafficking Hotline:
1-833-900-1010



Connaissez-vous une personne qui est contrainte de travailler ou d'avoir des relations sexuelles en échange d'un logement, de vêtements, de nourriture, de drogues ou d'argent?

Il existe une issue **ET VOUS POUVEZ L'AIDER À LES TROUVER.**

Appelez la ligne d'urgence nationale canadienne contre la traite des personnes: **1-833-900-1010**



#DestinationHope
#DestinationEspoir



[Logo]



Airports may contact BEST to request the substitution of one language translation for another on any sign for a modest fee. Email language translation requests to info@bestalliance.org.



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SIGN FILES BY COUNTRY

Canada:

[Canada Traveller-Addressed Sign for Social Media](#)

[Canada Traveller-Addressed Sign for Other Digital](#)

[Canada Traveller-Addressed Sign for Print](#)

United States:

[U.S. Traveller-Addressed Sign for Social Media](#)

[U.S. Traveller-Addressed Sign for Other Digital](#)

[U.S. Traveller-Addressed Sign for Print](#)

Mexico:

[Mexico Traveller-Addressed Sign for Social Media](#)

[Mexico Traveller-Addressed Sign for Other Digital](#)

[Mexico Traveller-Addressed Sign for Print](#)

SURVIVOR GUIDANCE ON WHERE TO POST SIGNS

The following recommendations on where to post the sign came from survivors of human trafficking from three countries who now reside in the U.S.

- ▶ Use digital and printed-laminated and/or adhesion-backed versions of this sign
- ▶ Post in highly visible places all around the airport, for example:
 - In concourses
 - In food courts
 - In baggage claim areas



#DestinationHope



Do you know someone being forced to work or have sex for shelter, clothes, food, drugs, or money?
There is a way out **AND YOU CAN HELP THEM FIND IT.**

Call the U.S. National Human Trafficking Hotline:
1-888-888-8888

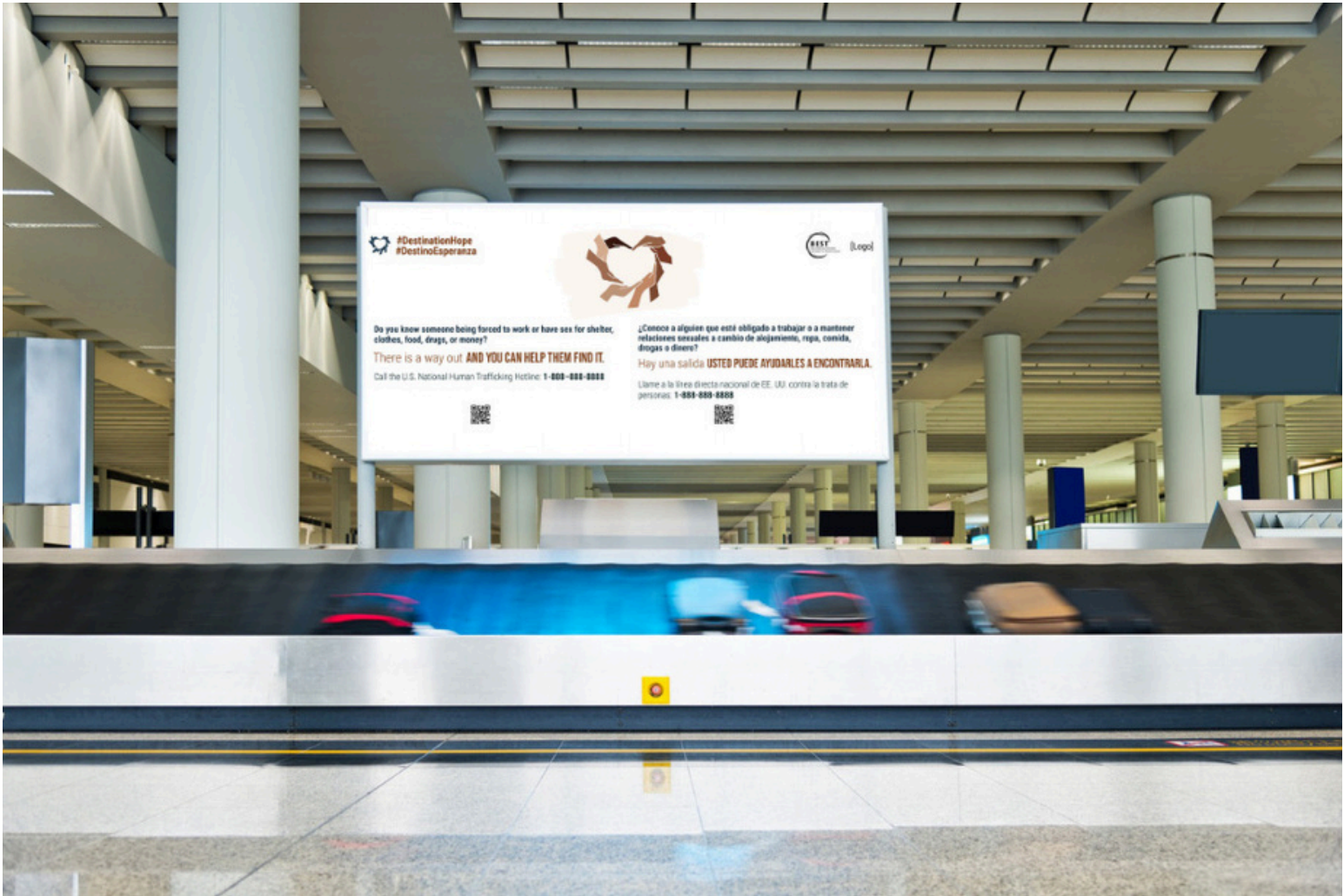
¿Conoce a alguien que esté obligado a trabajar o a mantener relaciones sexuales a cambio de alojamiento, ropa, comida, drogas o dinero?
Hay una salida **USTED PUEDE AYUDARLES A ENCONTRARLA.**

Llame a la línea directa nacional de EE. UU. contra la trata de personas: **1-888-888-8888**

 **#DestinationHope**
#DestinoEsperanza





#DestinationHope
#DestinoEsperanza



BEST illego

Do you know someone being forced to work or have sex for shelter, clothes, food, drugs, or money?

There is a way out. **AND YOU CAN HELP THEM FIND IT.**

Call the U.S. National Human Trafficking Hotline: 1-800-800-8000



¿Conoce a alguien que esté obligado a trabajar o a mantener relaciones sexuales a cambio de alojamiento, ropa, comida, drogas o dinero?

Hay una salida. **USTED PUEDE AYUDARLES A ENCONTRARLA.**

Lláme a la línea directa nacional de EE. UU. contra la trata de personas: 1-800-800-8000



RECOMMENDATION ON PUBLIC SERVICE ANNOUNCEMENTS (PSAs) FROM SURVIVORS:

Avoid using PSAs to raise awareness on human trafficking since they can create risks for victims who are accompanied by controllers in airports. Due to the nature of PSAs, the victims have to pretend not to listen or watch them, and if their controller/trafficker is provoked by such PSAs, the victim could be subject to increased surveillance while travelling. Therefore, the risks of audio/video PSAs outweigh the potential benefits.



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