

# HUMAN

TRAFFICK PROOF THE ATL

**Learn Something. See Something.**  
***DO SOMETHING.***

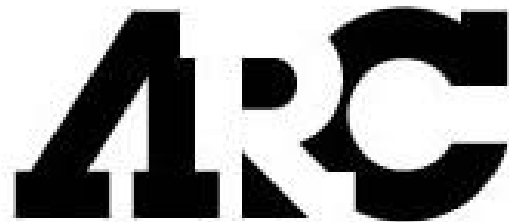
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CENTER FOR CIVIL  
AND HUMAN RIGHTS



INTERNATIONAL HUMAN TRAFFICKING INSTITUTE



ATLANTA REGIONAL  
COMMISSION

METRO ATLANTA  
COALITION TO  
END HUMAN  
TRAFFICKING

2018 – 2021  
Strategic Plan



# Role of the Center and IHTI



The International Human Trafficking Institute **leads the Metro Atlanta Coalition to End Human Trafficking**, serving primarily as a convener for the Coalition's partners.

The IHTI owns the relationships with the City of Atlanta, Atlanta Super Bowl LIII Host Committee, the FBI, and all other partners.

Utilizing the Center's resources, the IHTI will own this strategic plan moving forward and execute action items to convene, train, and engage individuals and organizations across the metro Atlanta area, and other interested regions in efforts to dramatically reduce human trafficking.



The Center for Civil and Human Rights will support the re-establishment of the IHTI through staffing, advisory, and full leadership engagement.

The Center's resources—i.e. event space, exhibit development capability, partnerships with media and private sector, funding opportunities, etc.—will be leveraged to ensure the success of the three-year roadmap for IHTI.

# IHTI Focus Areas

## Mission

The mission of the International Human Trafficking Institute is a thought leader and convener, facilitating the collective efforts of the private and public sectors, multi-faith and civic organizations to accelerate local, national and global movements to end the trafficking of persons.

## Objectives

### 1 *Traffick-proofing vulnerable people*

Aligns existing metro-wide resources to address systemic conditions to improve social, educational and economic conditions for youth and their families

WHY: Vulnerable people are prime targets for trafficking due to poverty, frail families, and lack of positive adult relationships

### 2 *Demand Prevention*

Introduces effective strategies to increase public will to hold buyers accountable for their illegal and harmful acts

WHY: “Buyers” are allowed anonymity and minimal punishments, while most local, national, and global anti-trafficking efforts are focused mostly on victims and pimps

## Approach

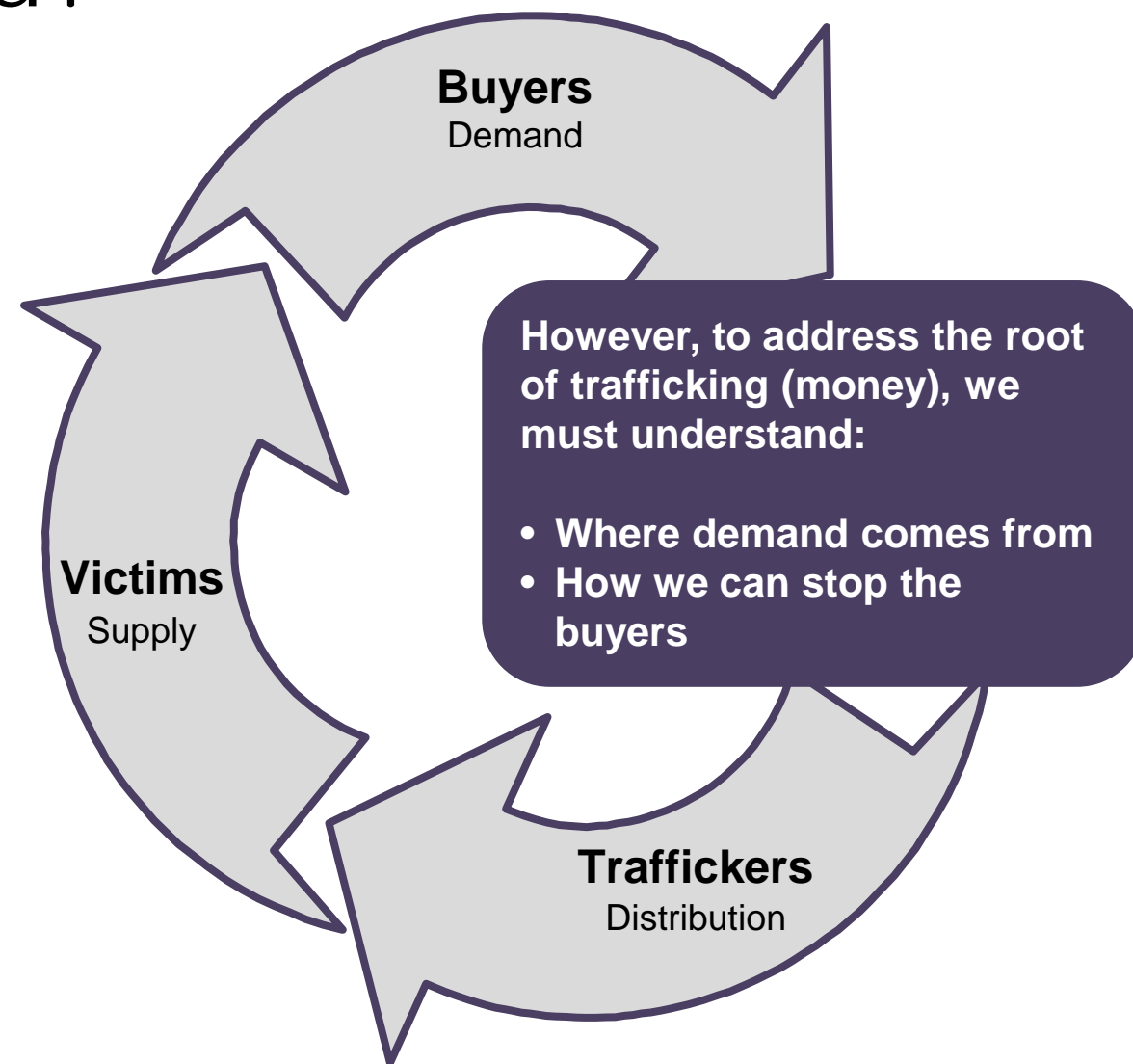
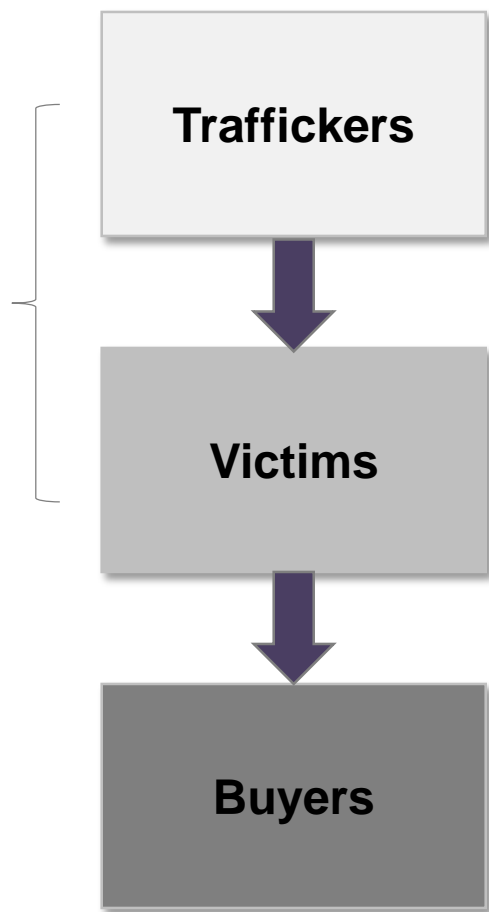
*Technology and Training*

*Public Policy Agenda and Compliance*

*Outreach and Education*

# Why Focus on Demand?

Most efforts to combat human trafficking focus on solely on removing and restoring victims or stopping the traffickers.



# The Global, National, and Local Scope of Sex Trafficking

**4.5 million** victims of sex trafficking worldwide.

*-The International Labor Organization*

**Georgia is #7 out of the calls into the Human Trafficking Hotline out of all 50 states.**

*-Polaris*

Atlanta has the highest annual revenue in the underground commercial sex economy at **\$290m** per year, with traffickers earning an average of **\$32,833 per week.**

Georgia Demand Study  
commissioned by  
YouthSpark found:

Most buyers find victims **online.**

|

**65%** of buyers live in the suburban metro area

|

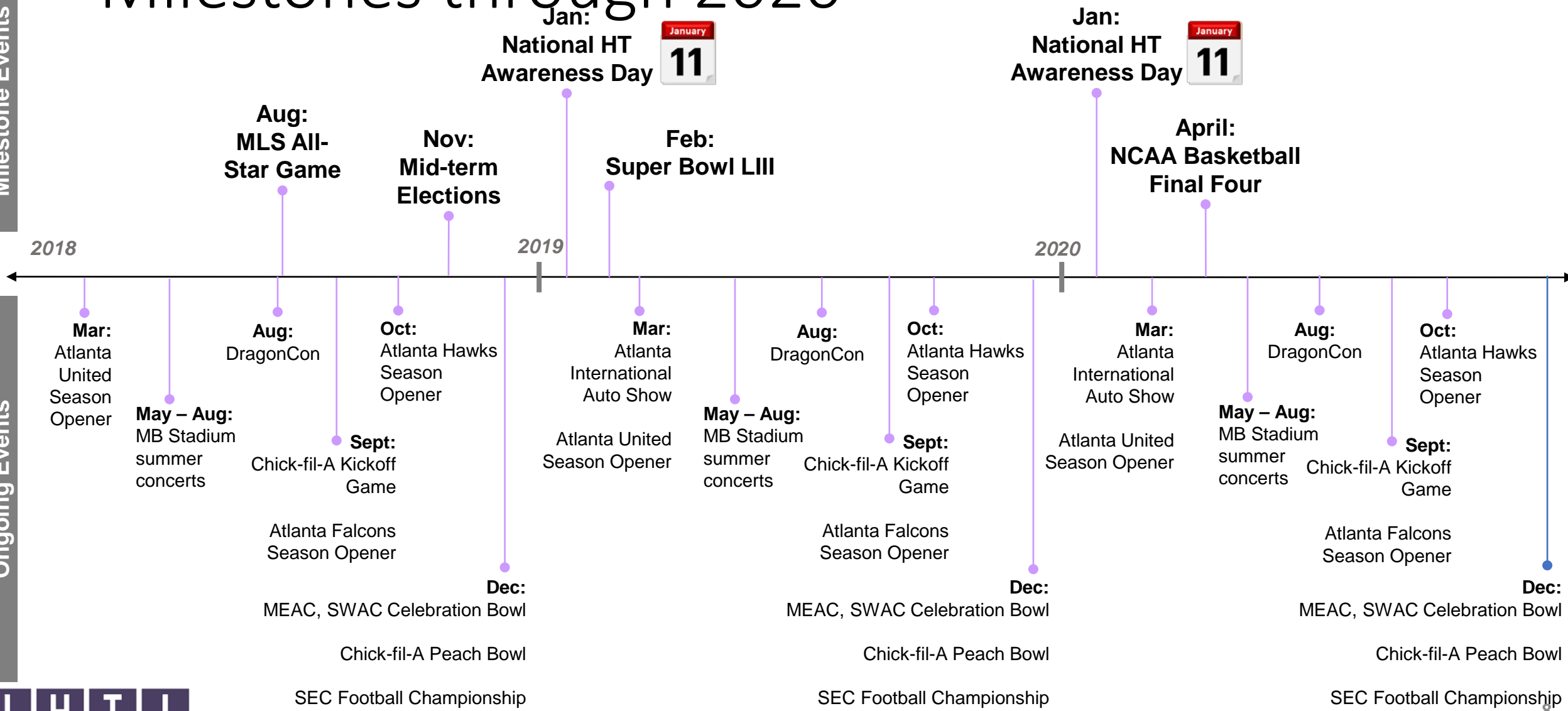
**12,400** men each month in Georgia pay for sex with a young female, **58%** exploiting a minor



# Milestones through 2020

Milestone Events

Ongoing Events





# Collaborative Partners



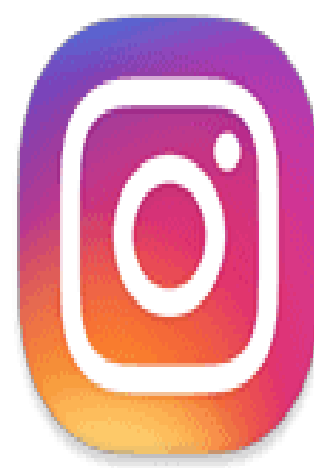
# Metro Atlanta Coalition to End Human Trafficking Task Forces

Business	Multi-Faith	Marketing/ Communications	Advocacy/ Civic/Nonprofit	Government/ Public Safety
<ul style="list-style-type: none"> <li>• Connections to Resources and Partnerships</li> <li>• Employee Recruitment of Trainers and Trainings</li> <li>• Human Resources Policies and anti-human trafficking stipulations for suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Recruitment of Trainers and Training Partners</li> <li>• Action &amp; Advocacy Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Media</li> <li>• Radio/TV</li> <li>• Print/Billboards</li> <li>• Creative Expressions</li> </ul>	<ul style="list-style-type: none"> <li>• Public Policy</li> <li>• Recruitment of Trainers and Training</li> <li>• Advocacy and Action Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-Human Trafficking stipulations in contracts and human resource policies</li> <li>• Support for Demand focused policing and prosecutions</li> </ul>

# 3-Year Initiative Goals

*The strategies identified in the Plan are to foster the following Goals:*

- ❖ **\$1m** will be raised to support the 3-year plan which includes grants and contracts to identified members of the Anti-Trafficking Coalition
- ❖ **50,000 persons** representing multi-sector businesses, transportation, hospitality, educational institutions, and civic groups will be trained on Human Trafficking and Demand Prevention Awareness
- ❖ 500 Faith Communities will unite around Human Trafficking Days of Action
- ❖ **50 Metro-Area Corporations and Businesses** will adopt anti-human trafficking and demand prevention policies in their HR policies
- ❖ **5 Metro-Area Law Enforcement Agencies** will incorporate anti-demand initiatives in their training and practices
- ❖ **1 baseline and impact research effort** will identify the learnings and outcomes of the campaign



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