



AMERICAN  
GAMING  
ASSOCIATION®

NATIONAL HUMAN TRAFFICKING PREVENTION MONTH

# Industry Toolkit

# Introduction



Human trafficking, with an estimated 25 million global victims annually, is a pervasive human rights offense and a form of modern-day slavery. The gaming industry plays an important role in combating human trafficking.

*We have a moral and legal obligation to ensure that our customers and employees are in a safe environment acting of their own free will and to take meaningful steps to identify and prevent human trafficking. Awareness, due diligence and training are critical to protecting vulnerable individuals and keeping criminal activities out of our industry.*

This January, join the American Gaming Association for National Human Trafficking Prevention Month to help spread awareness on this important issue. We've designed these resources to help the industry spread awareness on this important issue.

Our industry toolkit includes:

- **Ways to Participate:** Use this guide to learn about the ways you can participate in spreading awareness on this issue.
- **Key Messages:** Use these to guide all written communications and talking points with key stakeholders.
- **Social Media Graphics:** Deploy these graphics and use our sample posts on your owned communications channels.

The goal of this toolkit is to provide a resource for the gaming industry and to amplify National Human Trafficking Prevention Month initiatives. Together, we can combat human trafficking.

Please reach out to the AGA's [Alex Costello](#) if you'd like to share your National Human Trafficking Prevention Month plans.

# Weekly Themes



## SUPPORT SURVIVORS

January 1-7, 2023

With an estimated 25 million global victims annually, human trafficking is a pervasive human rights offense and a form of modern day slavery. Seek ways your organization can support survivors of trafficking through nonprofit partnerships.

## WORK WITH LAW ENFORCEMENT

January 8-14, 2023

Engaging with law enforcement is a key component to combating human trafficking. Establishing open lines of communication, creating relationships, and building trust with law enforcement can help bring swift action and protect victims more effectively.

## UNITE WITH TRAVEL PARTNERS

January 15-21, 2023

Traffickers take advantage of legitimate industries to find, exploit and traffic victims. This is especially true for the travel and tourism industry. Connect with your partners in the lodging and transit sector to exchange best practices and find opportunities for collaboration.

## EMPOWER EMPLOYEES

January 22-31, 2023

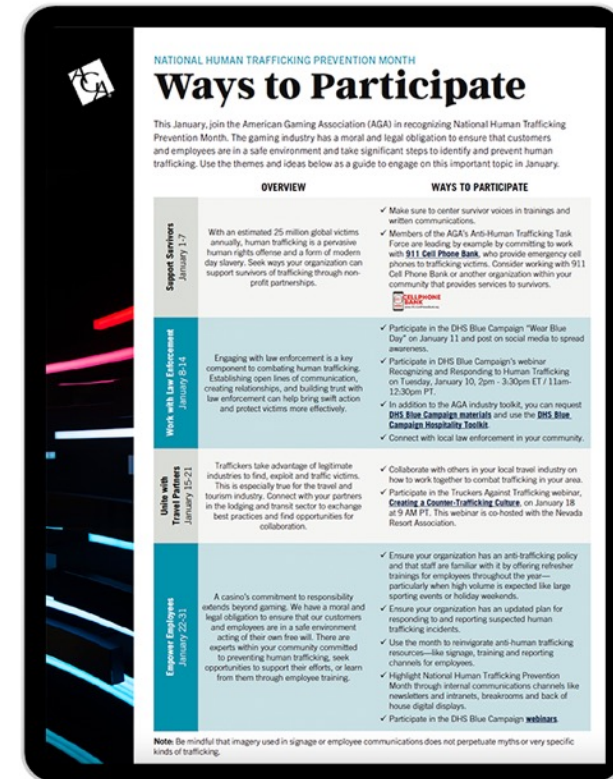
A casino's commitment to responsibility extends beyond gaming. We have a moral and legal obligation to ensure that our customers and employees are in a safe environment acting of their own free will. There are experts within your community committed to preventing human trafficking, seek opportunities to support their efforts, or learn from them through employee training.

# Ways to Participate



Join the American Gaming Association this January in recognizing National Human Trafficking Prevention Month. It's easy to get involved:

- ◆ Reinvigorate anti-human trafficking resources—like signage, training and reporting channels.
- ◆ Find local anti-trafficking and victim assistance groups to partner with.
- ◆ Review the calendar of events and encourage employees to participate.



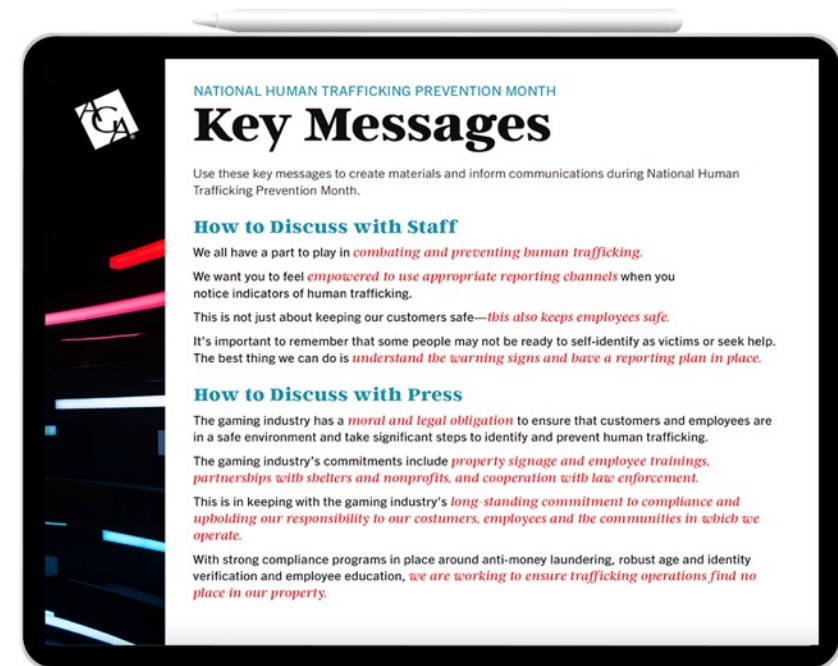
Download the Ways to Participate PDF

# Key Messages



Use these key messages to create materials and inform communications during National Human Trafficking Prevention Month, including:

- ◆ We all have a part to play in *combating and preventing human trafficking*.
- ◆ The gaming industry has a *moral and legal obligation* to ensure that customers and employees are in a safe environment and take significant steps to identify and prevent human trafficking.



Download the Key Messages PDF

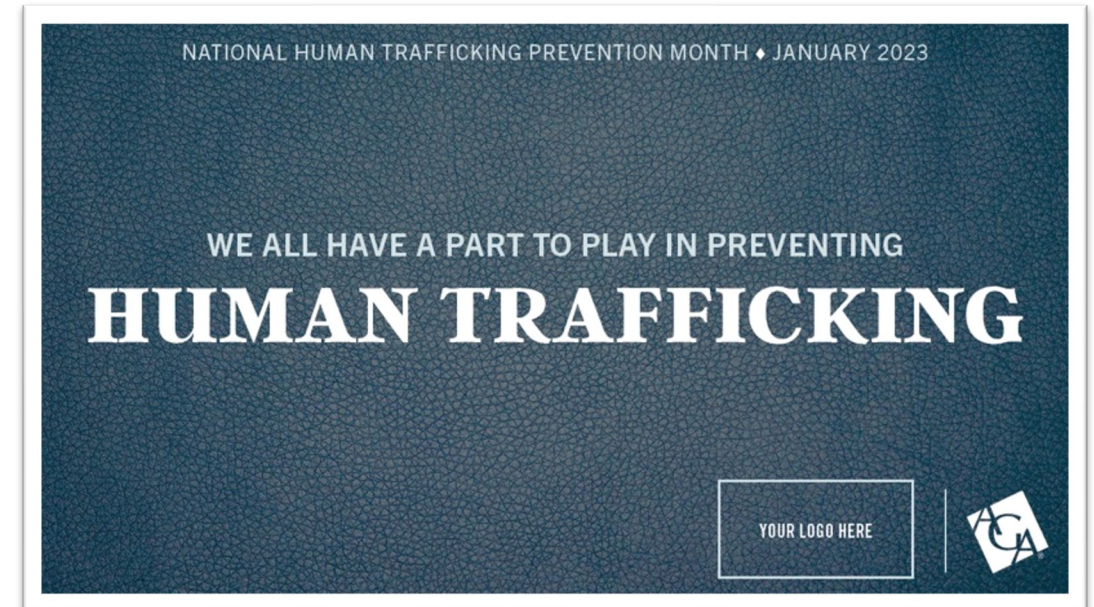
NATIONAL HUMAN TRAFFICKING PREVENTION MONTH

# Social Media Graphics



Deploy these general graphics and use our sample posts on your owned communications.

- ◆ We're committed to preventing and combating human trafficking at every level. This National Human Trafficking Prevention Month, we're raising awareness on this important issue. Learn more about what we're doing: [\[link to your website/press release\]](#)
- ◆ We all have a part to play in preventing human trafficking—including the gaming industry. We're proud to join [@AmericanGaming](#) in raising awareness on this serious issue. Learn more about what we're doing here: [\[link to your website/press release\]](#)



Download Customizable Social Graphic

Download Generic Social Graphic

# Social Media Graphics



Deploy these graphics and use our sample posts on your owned communications channels for DHS #WearBlueDay on January 11.

- ◆ We're proud to join [@AmericanGaming](#) on [#WearBlueDay](#) to raise awareness about human trafficking. Learn more about our efforts here: [\[link to your website/press release\]](#)
- ◆ We all have a part to play in preventing human trafficking, which is why we're proud to join [@AmericanGaming](#) on [#WearBlueDay](#) to raise awareness on this important issue. Learn more here: [\[link to your website/press release\]](#)



Download Customizable Social Graphic

Download Generic Social Graphic

# Additional Resources



## RESEARCH & GUIDES

American Gaming Association | [Guide: Preventing and Combating Human Trafficking in the Gaming Industry](#)

The Samaritan Woman | [Shelter Map](#)

State Department | [Trafficking in Persons Report](#)

## PROGRAMS

AHLA Foundation | [No Room For Trafficking](#)

National Indian Gaming Commission | [Human Trafficking Resources Truckers Against Trafficking](#)

## GRAPHICS

DHS Blue Campaign | [Hospitality Toolkit](#)

DHS Blue Campaign | [Human Trafficking Indicator Card](#)

DHS Blue Campaign | [Request Blue Campaign Materials](#)

National Human Trafficking Hotline | [Downloadable Awareness Materials](#)

Truckers Against Trafficking | [Toolkit Materials](#)

