

No Traffick Ahead
Super Bowl 50
Notable Accomplishments



1. *Membership*: Starting in May 2014 and culminating with Super Bowl 50 in February of 2016, No Traffick Ahead grew to include 67 agencies, across 9 counties. This included state, local, and federal law enforcement agencies, government agencies, non-profits, faith based organizations, community members, and national organizations.
2. *Centralized preparations and response*: NTA garnered the support of the Super Bowl Host Committee at the beginning of the workgroup's inception, solidifying into one regional entity to funnel resources and to foster comprehensive and coordinated preparations across sectors throughout the region.
3. *Billboard campaign*: Three counties participated in the development and running of a billboard campaign in the month of January. The campaign included four images depicting different types of trafficking that individuals may encounter in everyday life. Images were placed on 50 transit shelters in San Francisco, Alameda, and Santa Clara counties; 500 interior car cards and five exterior ads on S.F. Muni buses; 15 ads on Toilet Kiosks in S.F.; Facebook ads and Google Adwords resulting in a total of 20,758,091 impressions. Further, online promotion led to more than 4,000 clicks to visit the NTA website.
4. *Media Empowerment Retreat for Survivors*: A total of 24 survivors attended a 2.5 day retreat that provided tools for leadership and engagement with media and the public.
5. *Local Government Resolution*: The S.F. Mayor's Office developed a resolution focused on training the hospitality industry and government agencies on recognizing and combatting trafficking. NTA replicated this resolution and 25 local governments ended up signing on prior to the Super Bowl. The resolution has been adapted post Super Bowl, to continue to engage local governments to commit to ending trafficking.
6. *Regional Website*: NTA created a website for regional resources reflecting collective impact. This includes links to local coalitions, available trainings/trainers, maps of trained businesses, and resources to learn more about human trafficking in the Bay Area. www.notraffickahead.org
7. *Hotel Trainings*: Created a framework for regional outreach to hotels and a mapping system to reflect efforts. Encouraged and provided resources to ensure labor and adult sex trafficking are included in trainings provided to the hospitality industry. Supported a project to create and distribute hotel tent cards providing information and resources on human trafficking to guests and potential victims. NTA also developed a comprehensive training to be used for hotel management and employees.

8. *Mass Online Open Course*: Collaboration between SFDSW, Stanford University, SBCEHT and Global Freedom Center produced three free online trainings about labor and sex trafficking targeting hotels, restaurants, and the general public.
9. *Consistent Messaging*: Developed materials including a media packet and one-page messaging to ensure participating agencies tempered sensationalism and corrected misconceptions by focusing on everyday realities of human trafficking for both sex and labor in the Bay Area. This included a commitment to publicizing the National Human Trafficking Hotline. NTA found coverage around the Super Bowl included different types of trafficking and the point that data was not conclusive. Further, interviews with NTA members accurately reported NTA messaging.
10. *Building Capacity*: Participated in South Bay Coalition's Building Capacity Conference, to highlight local expertise and help build capacity across sectors. Provided monthly forum for service providers to connect across counties, including federal victim witness agencies. This resulted in a comprehensive protocol to ensure service providers were available to respond across the Bay Area at the time of the event. Collaboration also supported non-profit agencies organizing to increase capacity to meet the heightened law enforcement response and operations across the Bay Area.
11. *Community Engagement*: NTA created pocket cards with information on identifying and responding to human trafficking for the general public. These were distributed to 3,500 individuals by various agencies (Catholic Network to End Human Trafficking, SF District Attorney Victim Support Services, and community volunteers). NTA presented at various community forums, including to student organizations, faith communities and other regional coalitions.
12. *Collaboration with Non-regional Organizations*: A number of organizations dedicate efforts to the Super Bowl annually. NTA focused on proactively engaging with a number of these agencies, and participated in projects led by Klaas Kids, United Women Methodist Church, and Shared Hope International. A number of national organizations also lent support to No Traffick Ahead efforts including Polaris Project, Thorn and the NFL.
13. *Long term sustainability*: Created a platform for sharing resources regionally. Multiple projects continue to utilize diverse expertise from across the Bay Area region and promote sharing and replicability. This information sharing extends to future Super Bowl host cities, including Houston and Minneapolis/St. Paul.
14. *Continuing Projects*: NTA started a number of projects that continue including a resource guide, a video documentary, the Safe Shelter Collaborative, points of contact across counties, hospitality industry training and the MOOC.