The New Jersey Coalition Against Trafficking (NJCAHT) will introduce its new brand and messaging at a virtual reveal event to be held on Monday, January 4, 2021. Special guests will include Assemblywoman Valerie Vainieri Huttle (D-37) who authored major state legislation on human trafficking. This event kicks off the NJCAHT's awareness efforts for January's Human Trafficking Prevention Month, which are all free to attend with registration online at njhumantrafficking.org.

The NJCAHT consists of more than 180 civic groups, nonprofits, faith-based organizations, government agencies, academics, law enforcement, and direct service providers.

The new brand fine-tunes the group's focus on countering the spread of misinformation and raising awareness of children's increased risk of grooming by traffickers, due to increased time online during the pandemic.

"As schools transition to a virtual learning environment, we implore parents, students, and school districts to consider the health and safety of all children and young people on the Internet," said NJCAHT President Danny Papa. Papa, a K-12 Administrator in the Jefferson School District and Co-Chair of the NJCAHT Education Committee, urges school communities to use seven preventative strategies to ensure a safe online learning environment.

The seven strategies include monitoring children's use of apps and games, as well as ensuring children have the skills needed to ascertain who exactly they are interacting with online. The strategies can be found at njhumantrafficking.org until Jan 4 and afterwards on the new website: safernj.org.

The New Jersey Coalition Against Human Trafficking is a nonprofit with a mission to unite NJ communities to end human trafficking. It offers community-based education and awareness training via its Speakers Bureau for the general public, as well as specialty training for healthcare professionals and others. For more information, visit njhumantrafficking.org.