



REPORT TO THE COMMUNITY

Disrupting Human Trafficking for 5 Years

www.notinmycity.ca | [@nimcally](https://twitter.com/nimcally)

Our Beginning

Five years ago, for many, the acknowledgement that slavery was happening in our cities was an absurd notion. Today, it's a well-recognized and established fact. #NotInMyCity was founded on the belief that change wasn't just possible, it was the only way forward.

In our first months of operations, consultations were held with key stakeholders who provided expertise and perspective on the issue of human trafficking at the National, Provincial and Regional Levels. Their collective input informed our initial key learnings.

INITIAL KEY LEARNINGS OF #NOTINMYCITY

- 1** Definition of human trafficking was unclear. Confusing, inconsistent and open to interpretation
- 2** Lack of comprehensive, reliable and comparable data on human trafficking
- 3** Need to increase public awareness and education
- 4** Need to update and review the effectiveness of the Alberta Protection of Sexually Exploited Children Act (PSECA)
- 5** Need to provide an integrated response and continuum of care and support among all stakeholders at the regional, provincial and federal levels
- 6** Need to actively engage with Indigenous populations who are over-represented among trafficking victims
- 7** Need to focus on prevention and early intervention strategies
- 8** Need to ensure evidence based training and awareness among service providers
- 9** Need to provide improved and timely access to mental health and addiction services
- 10** Need to conduct research to validate and establish leading practices and outcomes



Our Vision

Following consultations with key stakeholders, a Vision was established for #NotInMyCity: **to prevent, disrupt and end sexual exploitation and sex trafficking.**

FIVE STRATEGIC DIRECTIONS WERE CREATED TO HELP FOCUS OUR WORK:

- 1 Empowering Individuals With Lived Experience**
- 2 Building Community Awareness and Action**
- 3 Supporting High Risk Youth**
- 4 Advancing Leading Practices**
- 5 Addressing the Unique Needs of Vulnerable Groups**



In five short years, the entire team and organization has accomplished a lot, and much has changed. All five of the identified strategic directions have moved forward. Collectively, with our partners, #NotInMyCity has raised awareness and helped create positive action and systemic shifts.

5 Years of Accomplishments

Collaboration with more than **100 COMMUNITY AGENCIES** and stakeholders working together on this issue, and specifically, creation of a Collaborative Community Response Model.

Alongside REACH Edmonton, we helped organize and facilitate the Provincial Human Trafficking Network, bringing together more than **OVER 40 ORGANIZATIONS** to share information, expertise and best practices.



Connection with **SURVIVORS**, listening intently to their stories and personal experiences.

Our Founder Paul Brandt was appointed Chair of the **ALBERTA HUMAN TRAFFICKING TASK FORCE**. The outcomes of the work of the Task Force resulted in 18 of the 19 recommendations being accepted by the Government of Alberta.

Alberta Human Trafficking Task Force consulted with nearly 100 experts and survivors

The Canadian Press · Posted: Mar 28, 2022 7:01 AM MT | Last Updated: March 28



Kate Quin (left), executive director of the Centre to End All Sexual Exploitation introduces April Eve Wiberg (right), a member of the Mikisew Cree First Nation in northern Alberta and a survivor of sexual exploitation, in Calgary on March 27. (Terri Trembath/CBC)



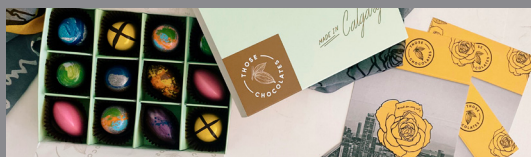
We supported the Alberta Law Enforcement Response Team (ALERT) for Southern Alberta in hiring a **SAFETY NETWORK COORDINATOR**, supporting dozens of clients with crisis interventions and connections to services.

PARTNERSHIPS with transportation associations, airlines, airports, boards of education and more to implement awareness and educational programs.

Launch of an e-learning course, and to date nearly **3,000 INDIVIDUALS HAVE COMPLETED THE PROGRAM** to learn about human trafficking and sexual exploitation.



A strategic **PARTNERSHIP WITH 2-1-1**, providing community responders in Alberta with the skills and knowledge to support those at risk of, or currently being trafficked.



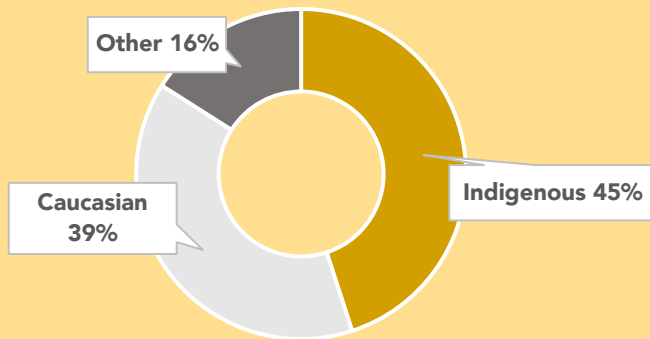
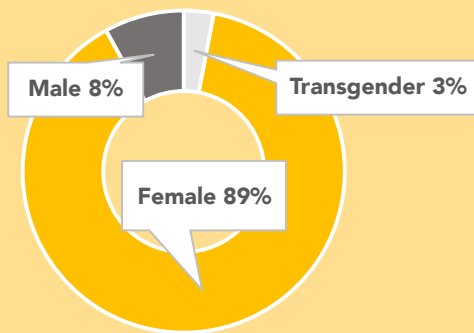
Launch of a multi-year **#SEEINGYELLOW CAMPAIGN**, engaging businesses, entrepreneurs and organizations to further awareness.

A full scope of our achievements, particularly those in the past year, are highlighted in our Annual Impact Reports at www.notinmycity.ca.

Our Impact

COMMUNITY RESPONSE MODEL IMPACT

- **73 AT-RISK YOUTH IDENTIFIED AND SERVED (OCT 2020 - MAR 2022)**
- **AVERAGE AGE OF YOUTH SERVED IS 16 YEARS OLD**



DATA REPORTED BY FRONT LINE PROFESSIONALS FOR 64 OF THE YOUTH SERVED BY THE CRM INDICATE:

- **22 youth (35%)** experienced a decrease in their substance use.
- **26 youth (41%)** experienced a decrease in the frequency of running away or being reported missing.
- **26 youth (41%)** decreased or stopped associating with known exploiters and/or frequenting known high risk areas (hotels, trap houses, parties etc).
- **19 youth (30%)** reduced their engagement in other high-risk behaviours such as posting sexually explicit content online and meeting strangers from the internet in-person.

A GREAT START --- MORE WORK TO BE DONE!

100

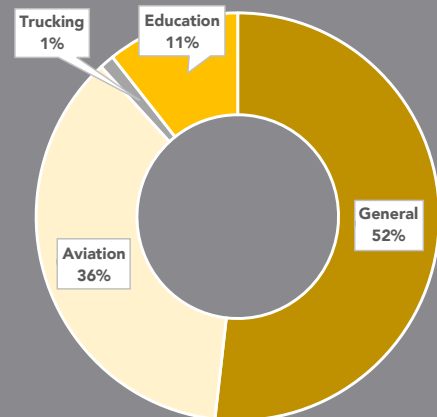
COMMUNITY AGENCIES COLLABORATED WITH

40+

ORGANIZATIONS ENGAGED IN PROVINCIAL HUMAN TRAFFICKING NETWORK ORGANIZED AND FACILITATED BY #NOTINMYCITY

2905

CERTIFICATES GAINED FOR #NOTINMYCITY ONLINE EDUCATION AND AWARENESS COURSE



Our Message to the Community

Sometimes, a task or challenge can feel so big, so insurmountable, that it can be difficult to know where to start. Five years ago, when #NotInMyCity was founded, the conversation about the fact that human trafficking and the sexual exploitation of children and youth was happening in our hometowns, in our communities, wasn't happening. The whole premise seemed impossible.

No one wanted to talk about it. In some instances, nobody believed it. It stirred disbelief, anger, sadness and hopelessness. "I had no idea," was the common refrain.

But there's something amazing that happens when people start to connect, talk, listen to one another and gain an understanding: We recognize that the capacity for change, compassion and action is within reach, and it can be positively harnessed as we band together.

Individuals, organizations, agencies, government, donors and companies started to stand with us and support our cause, and they became known as Allies.

We didn't just move the needle on a continuum, we have helped to facilitate new ways forward. Beyond all of our achievements, our Allies continued to build their commitment to our work, helping to bring learning platforms to life, hosting events, raising valuable dollars for our work and actively participating in our programs. We also received incredible support from individual and corporate donations and grants.

Five years is a good time to take stock of our achievements, and to forge a new way forward for the organization, by continuing to place our efforts where they are best served, and to embark on a new era for our work.

We will have more to share later this year, where new initiatives will be announced.

Thank you for continued support and most importantly, playing a role in helping to end sexual exploitation and trafficking. It will never belong. Not here, not anywhere. #NotInMyCity.

