

PARTNER IMPLEMENTATION GUIDE

This guide has been designed to support our partners to address & suppress exploitation and human trafficking.

All assets described in this guide can be downloaded [Here](#)

Thank you for taking a stand against human trafficking and sexual exploitation in Canada.

TELLING OUR STORY



OUR PURPOSE

To find and fill gaps to end exploitation and human trafficking, with a focus on children in Canada.

MAIN PROBLEM

Human trafficking is one of the fastest-growing crimes in Canada, but remains largely invisible.

- Governments, law enforcement, parents, front-line workers, and individuals are often unaware of this crime and its signs.
 - Human trafficking prospers in secrecy, so traffickers are motivated to keep this lucrative business hidden.
 - Young people are vulnerable, parents/guardians are unprepared. Often victims are unaware they are being exploited.
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OUR PROMISE

From governments to grassroots, we act boldly to ignite awareness, instill hope, and inspire action to end exploitation and human trafficking in Canada. Not here. Not anywhere.



Our **PILLARS**

01

IGNITE AWARENESS

Our first priority is always illuminating the depth of this problem and how it impacts real people. Human trafficking is one of the fastest-growing crimes in Canada; it destroys lives, and the signs so often go unnoticed. We all deserve to know what's going on where we live.

INSTILL HOPE

No matter how bad the situation has become, there is much we can do. Victims and survivors can be free of their trauma and addictions. Families can be restored. Governments, law enforcement, and agencies can take meaningful steps forward. There is hope.

02

03

INSPIRE ACTION

Our final priority is to make change and fill gaps through the actions of many. Solving this crisis requires many different government entities, businesses, front-line workers, and more to act in step together. We are a connector and coordinator of massive action across many organizations and individuals.

WE BELIEVE

NO ONE SHOULD BE FOR SALE

Human life and dignity are not commodities to be bought and sold. End demand.

TRAFFICKING IS RIGHTS STOLEN; HUMANITY DENIED

Exploitation is a violation of one's most basic human rights and leaves lives shattered.

AWARENESS WITH ACTION ENDS EXPLOITATION

When we recognize the signs and respond, we restore lives.

ANYONE CAN FIGHT HUMAN TRAFFICKING

Trafficking thrives in secrecy, but your voice can disrupt it.

WE ARE STRONGER TOGETHER

To mobilize change and increase impact, many groups must be united.

ABOUT TRAFFICKING



Do No Harm

When dealing with suspected cases of human trafficking, an overriding principle is that staff members act with care and make every effort to avoid causing harm to themselves or the possible victim.

- Human trafficking is a crime, and under no circumstances should the safety of the suspected victim, airport staff, or other employees be compromised.
- If a staff member suspects a case of human trafficking, a proper and detailed assessment of the situation is necessary before any response can be initiated.
- Words spoken or actions taken may have a harmful impact on a trafficked person and her/his trafficker. The initial response and actions must be carefully considered. They might negatively impact the trafficked person's safety, trust, or emotional state and can make the trafficker(s) suspicious if they are travelling with the victim.
- Standard operating procedures must be developed as to how employees must report a suspected case of human trafficking.

IMPLEMENTATION PLAN

THE OUTCOMES OF THE #NOTINMYCITY PARTNERSHIPS PROGRAM ARE:



Raise staff awareness and understanding of sexual exploitation and trafficking crimes.



Empower all stakeholders to work in collaboration to address the issue of trafficking.



Enable personnel to recognize the signs of sexual exploitation and trafficking.



Enable personnel to report and take action on suspected sexual exploitation and trafficking.

COMMUNICATION & EDUCATION



Our Approach

The reality of sexual exploitation and sex trafficking of youth is challenging to accept. We have a team of communication specialists to support NIMC.

1: Engagement: Achieve leadership endorsement and identify stakeholders

- Engage with law enforcement and community services
- Initial meetings, executive and stakeholder presentations, and an action plan created
- Stakeholder engagement and support

2: Understanding: Understanding of the presence and prevalence of the issue

- Launch internal and public campaigns
- Encourage airport personnel to take the e-learning course and promote the change
- Integration and security awareness training
- Local media press releases and/or social media announcements

3: Integration: Communication and education programs embedded into operations

- Campaign continues
- Education program sustained through onboarding and pass renewal
- Reporting and communication between stakeholders about the prevalence of human trafficking and lessons learned from the response

4: Progress: Establish an agreement for ongoing engagement

- Adjust campaign assets as applicable
- Human Trafficking Awareness Day social media campaign (Implementation Package available annually)
- Seeing Yellow campaign
- Fundraising
- Follow-up course evaluation

INTERACTIVE E-LEARNING



NIMC has created a sustainable eLearning course and impactful resources meant to integrate into the airport security awareness training process. The product was designed to embed the crime of human trafficking into daily safety awareness.

- Designed with aviation and human trafficking expertise, including North American and international resources
- Canadian-specific content designed with input from Canadian airports
- Fulfills ACI requirement to provide accessible education to airport staff and partners
- 30 minutes to complete
- Accessed simply from a URL and LMS integration is possible via SCORM file

CAMPAIGNS

Human Trafficking Awareness Day

The reality of sexual exploitation and sex trafficking of youth is challenging to accept. We have a team of communication specialists to support NIMC.

What is the Human Trafficking Awareness Campaign?

In recognition of Human Trafficking Awareness Day on February 22, #NotInMyCity launched a national social media campaign in partnership with airports across Canada to shine a light on the role the aviation industry plays in identifying and preventing human trafficking.

Through this initiative, participating airports received customized social media templates to help amplify the message and show their commitment to the cause.

These ready-to-use assets made it easy for partners to engage their audiences with meaningful, impactful content.

By tagging #NotInMyCity, airports joined a unified voice, raising awareness and reinforcing that everyone has a role to play in stopping human trafficking.

The partner package is sent out annually with updated content.





Seeing Yellow

An Implementation Package, which includes digital assets, is available to airports that want to participate in NIMC's Seeing Yellow awareness campaign.

What is the Seeing Yellow Campaign?

Seeing Yellow is a powerful campaign by NIMC designed to raise awareness and support in the fight against human trafficking and sexual exploitation. Since its launch in 2017, NIMC has grown from a campaign into a nationwide movement, bringing together partners committed to protecting vulnerable individuals across Canada.

Through Seeing Yellow, we aim to create a wave of yellow—lighting up landmarks, engaging communities, and encouraging individuals and organizations to show their support. Whether through wearing yellow, fundraising, or spreading awareness, every action contributes to a united stand against trafficking.

Seeing Yellow Assets

Purpose: Awareness and education of what trafficking is, specifically in aviation, how to spot it, and how to ask for help.

NIMC is committed to ongoing relationships with Canadian airports. Our goal is to make the issue of human trafficking known in our Canadian airports and cities, creating educated citizens to help combat the issue.

Feature assets with QR codes to encourage the public to learn the indicators and access help if required. The assets are to be placed strategically around the airport, bathroom, mirrors, baggage claim, etc

There is currently no license fee for the course. NIMC aims to eliminate barriers to education. Cost recovery and maintenance of the course is presently achieved through donations.



NATIONAL
HUMAN TRAFFICKING AWARENESS DAY

READINESS CHECKLIST



Before initiating communication campaigns and education, the stakeholders must be prepared:

Senior leadership endorses and champions the program as a cultural change to improve safety for all visitors, security, communications, and other staff. Staff are learning and encouraged to work through action plans.

Law enforcement is engaged, supports the reporting protocols, and is prepared to respond to trafficking activity.

NIMC e-Learning course is integrated into the learning management system, and security awareness training is provided for new and renewed security passes.

Marketing and communications have collaborated with NIMC on campaign assets.

Marketing and communication have collaborated with employee groups, partners, and volunteers to distribute campaign communications.

Media communications and events are organized to launch awareness and education campaigns officially.

Ongoing sustainment partnerships are established through regular check-in meetings between stakeholders. A partnership liaison established between the organization and NIMC.



We look forward to working with you to **increase awareness and end sexual exploitation and trafficking.**

Quick Links

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Media Contact:

info@notinmycity.ca

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For General Inquiries:

Rosanna Dardano

rosannad@notinmycity.ca

