



RESEARCH DIGITAL MEDIA TOOLKIT

St. Louis Region

ABSTRACT

Human Trafficking in Missouri: Provider Based Needs Assessment, Demographic Snapshot, and Proposed Strategic Solutions

Coalition Against Trafficking & Exploitation
September 2022

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Coalition Against Trafficking Exploitation (CATE)

CATE is a united community movement to prevent and respond to human trafficking and exploitation.

CATE exists to:

- Improve the quality and quantity of survivor-centered, trauma-informed, and evidence-based services available to survivors.
- Improve coordination of service providers, governmental entities, and community members to reduce barriers and gaps in resources for survivors
- Raise awareness of the prevalence of human trafficking and available services across Missouri
- Raise awareness of human trafficking in Missouri by collection and dissemination of data and research
- Influence systems-level community advocacy and policy

www.mocate.org | Phone: 314-441-4100 | organizer@mocate.org | Follow CATE: [Facebook](#) [Instagram](#) [LinkedIn](#)

Project Overview

CATE and Missouri Foundation for Health (MFH) have partnered to release findings from the 2019 “Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot” and “State of Missouri & Metro East Anti-Trafficking Strategic Plan” conducted by Andrea Nichols, Ph.D. St. Louis Community College and Kathleen Preble, Ph.D. University of Missouri - Columbia. The research and subsequent reports are the results of a collaborative effort of Missouri Collaborative Against Human Trafficking (MCAHT), MFH, and service providers across social, legal, and healthcare sectors in the state of Missouri.

The purpose of the research is to identify demographics and needs of survivors, availability of resources, and to establish a strategic plan to address gaps across Missouri. The research emphasizes how long-term abuse and exploitation leads to complex needs often beyond the scope of current resources, leaving survivors without resources necessary to heal.

During phase one of the research project, the authors and assistants created a comprehensive Missouri Resource Guide that identifies available resources across the state. In 2021, CATE, in partnership with the research authors and MU Center for Applied Research and Engagement Systems (CARES) created a live, interactive version of the Missouri Resource Guide that is located on CATE’s website at www.mocate.org/mrg.

Project Limitations: Research findings were initially completed in late 2019. CATE’s release of this data was significantly delayed due to the impact of the Coronavirus Pandemic. It is difficult to determine how the pandemic has changed the landscape of Missouri social services since the initial data collection. CATE is addressing this limitation by collaborating with the researchers to implement routine reporting systems and protocols for coalition members to replicate this research in the future

Project Partners



Research Dissemination Introduction

This Research Media Toolkit is designed for individuals, community members, and organizations to raise awareness of human trafficking and to address the urgent needs of survivors in the state of Missouri. The attached materials were developed using data from “The Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot” by Dr. Andrea Nichols, Ph.D. and Dr. Kathleen Preble, Ph.D. Both are university professors working and researching in Missouri for years.

You are free to modify these materials as needed in your dissemination efforts. We only ask that you refer to CATE’s [Standards of Care](#) for guidance on survivor-centric, culturally appropriate language when communicating about human trafficking through training and digital media, for example:

- Avoid using graphic images for shock value that further exploits survivors or sensationalize trafficking.
- Focus on using images that display the diversity of human trafficking survivors and images that show dignity and respect for survivors

We hope you will utilize this toolkit to reach out to decision-makers, community members, and public or private funding sources to address the urgent needs of human trafficking survivors in the state of Missouri.

If you would like help with distributing these materials, please contact organizer@mocate.org

The Many Uses of This Toolkit

Please review the entire zip folder before getting started

Share The Infographics

- Print the infographics and share within your agency or at your next community event, meeting, or workshop
- Send a newsletter sharing the infographic and a blurb about the research
- Create a blog post sharing the infographic on your website

Share Data on Your Social Media

- Raise awareness of human trafficking and survivors needs by sharing social media graphics and captions we have created
- Follow CATE on [Facebook](#), [Instagram](#), & [LinkedIn](#) – be sure to tag CATE in your posts!
- Add www.mocate.org to your bio on Instagram
- Boost your post by adding hashtags #humantrafficking #traffickingsurvivors #antitrafficking #StLouis #supportsurvivors #endtrafficking
- You can utilize a social media calendar as a planning tool, here are a few of our favorite templates:
 - [Miro social Media Calendar Template](#)
 - [Google Sheets Social Media Content Calendar](#)

Encourage 5 Friends to Join the Movement Against Trafficking

- Use our email template to send a message to your friends asking them to join this work

Encourage Decision-Makers to Address the Urgent Needs of Survivors

- Use our email template and contact list to encourage your state legislators and community stakeholders to enact changes that support and protect survivors
- Be sure to customize your letter with your name and zip code or district
- Use this research in a grant application to highlight the need for the expansion of programs providing trauma-informed, survivor-centric services to survivors

Reach Out to Your Local News Organizations

- Write a press release sharing this information with your community

Additional Materials Included as Separate Attachments

- Human Trafficking in Missouri Infographic
- Human Trafficking in St. Louis Region Infographic
- Social Media Graphics
- Regional Contact Lists for dissemination & collaboration

Additional Communication Templates

Newsletter Template

The Coalition for Trafficking and Exploitation (CATE) and Missouri Foundation for Health have published findings from the 2019 “Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot,” and summarized the results with these infographics that include data from our community. This resource sheds light on the top needs of human trafficking survivors and what it means for strengthening services in our region. Every day, we see that long-term abuse and exploitation leads to complex needs often beyond the scope of current resources, leaving survivors without resources necessary to heal. We hope this information serves as a call to action for long-term support and investment in our community services. We encourage you to share this resource to educate and energize our community on the urgent needs of survivors in the St. Louis area.

Website Template

Blog Post Title: Human Trafficking in St. Louis

Blog Post Caption: The Coalition for Trafficking and Exploitation (CATE) and Missouri Foundation for Health have published findings from the “Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot,” and summarized the results with the infographics below that include data from our community. This resource sheds light on the top needs of human trafficking survivors and what it means for strengthening services in our region. Every day, we see that long-term abuse and exploitation leads to complex needs often beyond the scope of current resources, leaving survivors without resources necessary to heal. We hope this information serves as a call to action for increased resources, support, and investment in our community services. Join us in the movement against trafficking and share this resource to educate and energize our community on the urgent needs of survivors.

Email to State Legislators/Stakeholders

SUBJECT: Prioritize the urgent needs of survivors of human trafficking.

Dear [Insert Name],

The Coalition Against Trafficking and Exploitation and Missouri Foundation for Health released the findings from the “Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot”. The report is the result of a collaborative effort of research partners who surveyed service providers who work directly with survivors of human trafficking across social, legal, and healthcare service sectors in the state of Missouri. The research provides crucial insights into human trafficking that’s happening in our state and supports what those serving survivors already know – that long-term abuse and exploitation lead to complex needs often beyond the scope of current resources, leaving survivors without the resources necessary to heal.

The current snapshot of the needs and recommendations unique to the St. Louis area include lack of access to shelter, mental health, and legal services. This data was gathered directly from service organizations in your district. I’m sharing this research to encourage you to prioritize survivor-centric policies and invest in social services that provide long-term, coordinated care to support trauma recovery and increase the overall health and wellness of survivors of human trafficking in Missouri. Together, we can support survivors and address human trafficking that is occurring right here in St. Louis.

Sincerely,

[Insert Your Name]

[Your Zip Code or District]

Email to Friends

SUBJECT: Join me in the anti-trafficking movement!

Dear [Insert Name],

New research on Human Trafficking Services in the St. Louis region has been published through the Missouri’s Coalition Against Trafficking and Exploitation. This data highlights the urgent needs of human trafficking survivors in St. Louis, what it means for community resources, and how you can help! Please review the infographics, share widely, and join the conversation on how we can better serve survivors in St. Louis.

Sincerely,

[Insert Your Name]

Social Media Posts + Captions Template

These captions have been created as a template, feel free to modify or create your own in your dissemination effort.

Post 1: Introduction

See attached image file – “Post 1 Introduction” and add the following caption to your post:

Caption IG: @missouri_cate & Missouri Foundation for Health have partnered to release the findings from the 2019 “Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot”. The research emphasizes how long-term abuse and exploitation leads to complex needs often beyond the scope of current resources, leaving survivors without the resources necessary to heal. Over the next two weeks, we will be sharing information specific to the St. Louis area and ways to get involved in the movement against trafficking. Follow along to stay informed! To view the full report, visit: www.mocate.org/htimp.

Caption FB & LinkedIn: @Coalition Against Trafficking and Exploitation & @Missouri Foundation for Health have partnered to release the findings from the 2019 “Human Trafficking in Missouri and Metro East St. Louis: Provider Based Needs Assessment and Demographic Snapshot”. The research emphasizes how long-term abuse and exploitation leads to complex needs often beyond the scope of current resources, leaving survivors without the resources necessary to heal. Over the next two weeks, we will be sharing information specific to the St. Louis area and ways to get involved in the movement against trafficking. Follow along to stay informed! To view the full report, visit: www.mocate.org/htimp.

Post 2: Survivor Demographics

See attached image file – “Post 2 Survivor Demographics” and add the following caption to your post:

Caption IG: Did you know that Black survivors made up a disproportionate number of survivors identified in the St. Louis area in 2019? Black women and girls are more likely to face criminalization and are less likely to be identified as victims of trafficking and referred to services. To learn more about survivor demographics and who is at risk, visit the “Human Trafficking in Missouri” link in our bio.

Caption FB & LinkedIn: Did you know that Black survivors made up a disproportionate number of survivors identified in the St. Louis area in 2019? Black women and girls are more likely to face criminalization and are less likely to be identified as victims of trafficking and referred to services. To learn more about survivor demographics and who is at risk, visit www.mocate.org/htimp.

Post 3: Types of Trafficking

See attached image file – “Post 3 Types of Trafficking” and add the following caption to your post:

Caption IG: Did you know in 2019 nearly 40% of sex trafficking experienced in the St. Louis area was survival sex? Homelessness is a leading factor that forces individuals to engage in survival sex, which presents unique dangers and forms of exploitation for survivors. To learn more about the types of trafficking, visit the “Human Trafficking in Missouri” link in our bio. #humantrafficking #traffickingsurvivors #antitrafficking #StLouis

Caption FB & LinkedIn: Did you know in 2019 nearly 40% of sex trafficking experienced in the St. Louis area was survival sex? Homelessness is a leading factor that forces individuals to engage in survival sex, which presents unique dangers and forms of exploitation for survivors. To learn more about the types of trafficking, visit www.mocate.org/htimp

Post 4: Key Implications

See attached image file – “Post 4 Key Implications” and add the following caption to your post:

Caption IG: Despite the number of survivors identified in St. Louis, the area is lacking in culturally competent services for survivors and accessible transportation. For a full breakdown of Human Trafficking in the St. Louis area, visit the link in our bio. #humantrafficking #antitrafficking #StLouis #mentalhealth #legalservices #shelter

Caption FB & LinkedIn: Despite the number of survivors identified in St. Louis, the area is lacking in culturally competent services for survivors and accessible transportation. For a full breakdown of Human Trafficking in the St. Louis area, visit www.mocate.org/htimp.

Post 5: Survivor Needs

See attached image file – “Post 5 Survivor Needs” and add the following caption to your post:

Caption IG: Survivors deserve the support necessary to heal. For a full breakdown of survivor needs of the St. Louis area, check out the “Human Trafficking in Missouri” link in our bio. #shelter #mentalhealth #legalservices

Caption FB & LinkedIn: Survivors deserve the support necessary to heal. For a full breakdown of survivor needs of the St. Louis area, read the full report: www.mocate.org/htimp #shelter #mentalhealth #legalservices

Post 6: Resources and Recommendations – Shelter

See attached image files – “Post 6 Resources Adult Shelter” + “Post 6 Recommendations Adult Shelter” and add the following caption to your post.

Caption IG: We’d like to highlight some of the organizations providing shelter services to survivors in the St. Louis area, along with recommendations on how to expand existing services. @lydiashousestl To access a full list of resources, visit @missouri_cate’s website and look for the Missouri Resource Guide.

Caption FB & LinkedIn: We’d like to highlight some of the organizations providing shelter services to survivors in the St. Louis area, along with recommendations on how to expand existing services. @Rended Heart @Lydia’s House – St. Louis @Kathy J. Weinman Shelter for Victims of Domestic Violence. To access a full list of resources, visit www.mocate.org/mrg.

Post 7: Resources and Recommendations – Mental Health

See attached image files – “Post 7 Resources Mental Health” + “Post 7 Recommendations Mental Health” and add the following caption to your post.

***Caption IG:** These are a few organizations that provide mental health services to survivors in the St. Louis area along with recommendations on how to expand existing services. @healingaction @safe_connections @alivestl
To access a full list of resources, visit @missouri_cate’s website and look for the Missouri Resource Guide.*

***Caption FB & Linked In:** These are a few organizations that provide mental health services to survivors in the St. Louis area along with recommendations on how to expand existing services. @Healing Action @Safe Connections @Alive Inc.
To access a full list of resources, visit www.mocate.org/mrg.*

Post 8: Resources and Recommendations – Legal Services

See attached image files – “Post 8 Resources Legal Services” + “Post 8 Recommendations Legal Services” and add the following caption to your post.

***Caption IG:** Here are a few organizations that provide legal assistance to survivors in the St. Louis area, along with recommendations on how to expand existing services. @archcitydefenders @legal_services_of_eastern_mo @cvcstl72
To access a full list of resources, visit @missouri_cate’s website and look for the Missouri Resource Guide.*

***Caption FB & LinkedIn:** Here are a few organizations that provide legal assistance to survivors in the St. Louis area, along with recommendations on how to expand existing services. @Arch City Defenders @Legal Services of Eastern Missouri @Crime Victim Center To access a full list of resources, visit www.mocate.org/mrg*

Post 9: Join the Movement

See attached image file – “Post 9 Join the Movement” and add the following caption to your post.

***Caption IG:** Together we can raise awareness and support for survivors! Join us in the movement against trafficking. Follow @missouri_cate to stay informed!*

***Caption FB & LinkedIn:** Together we can raise awareness and support for survivors! Join us in the movement against trafficking. Follow @Coalition Against Trafficking and Exploitation to stay informed!*

Thank you for your continued commitment to end human trafficking and exploitation in Missouri

*From
Project Partners
CATE Collaborative Partners*