



# RESEARCH DIGITAL MEDIA TOOLKIT

Southwest Region

## ABSTRACT

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

[Coalition Against Trafficking & Exploitation](#)  
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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 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](http://www.mocate.org) | Phone: 314-441-4100 | [organizer@mocate.org](mailto: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](http://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 Andrea Nichols and Kathleen Preble. 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](mailto: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](http://www.mocate.org) to your bio on Instagram
- Boost your post by adding hashtags #humantrafficking #traffickingsurvivors #antitrafficking #SouthwestMO #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 by filling out the highlighted areas
- 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 Southwest 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 Southwest area.*

#### Website Template

**Blog Post Title:** Human Trafficking in Southwest Missouri

**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 Southwest area include lack of access to shelter, mental health care, 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 Southwest Missouri.*

*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 Southwest region has been published through the Missouri’s Coalition Against Trafficking and Exploitation. This data highlights the urgent needs of human trafficking survivors in Southwest Missouri, 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 the Southwest area.*

*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 Southwest Region 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](http://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 Southwest region 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](http://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 in 2019, 61% of trafficking survivors identified in the Southwest region were racial or ethnic minorities? Of these, Asian survivors made up a disproportionate number of those identified, showing a pattern of the exploitation of Asian women in this region. 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 in 2019, 61% of trafficking survivors identified in the Southwest region were racial or ethnic minorities? Of these, Asian survivors made up a disproportionate number of those identified, showing a pattern of the exploitation of Asian women in this region. To learn more about survivor demographics and who is at risk, visit [www.mocate.org/htimp](http://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:** Of the 99 survivors served in Southwest Missouri in 2019, 58.6% were survivors of sex trafficking while 40.4% experienced both sex and labor trafficking. This is a high report of labor trafficking when compared to the other regions of the state, showing the importance of services for labor trafficking survivors in this area. To learn more about the types of trafficking, visit the “Human Trafficking in Missouri” link in our bio. #humantrafficking #traffickingsurvivors #antitrafficking

**Caption FB & LinkedIn:** Of the 99 survivors served in Southwest Missouri in 2019, 58.6% were survivors of sex trafficking while 40.4% experienced both sex and labor trafficking. This is a high report of labor trafficking when compared to the other regions of the state, showing the importance of services for labor trafficking survivors in this area. To learn more about the types of trafficking, visit [www.mocate.org/htimp](http://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:** There is a great need for culturally competent services across all disciplines in the Southwest region. To learn more, visit the link in our bio. #humantrafficking #antitrafficking

**Caption FB & LinkedIn:** There is a great need for culturally competent services across all disciplines in the Southwest region. there is a lack of culturally competent services in the area and across disciplines. Visit [www.mocate.org/htimp](http://www.mocate.org/htimp) to learn more.

#### 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. Visit the link in our bio for a full breakdown of survivor needs in the Southwest region. #shelter #mentalhealth #legalassistance

**Caption FB & LinkedIn:** Survivors deserve the support necessary to heal. Visit [www.mocate.org/htimp](http://www.mocate.org/htimp) for a full breakdown of survivor needs in the Southwest region #shelter #mentalhealth #legalassistance

#### Post 6: Resources and Recommendations – Youth Shelter

See attached image files – “Post 6 Resources Youth Shelter” + “Post 6 Recommendations Youth 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 Southwest region, along with recommendations on how to expand existing services. @thekitchenincmo. 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 Southwest region, along with recommendations on how to expand existing services. @Children’s Haven of Southwest Missouri, Inc. To access a full list of resources, visit [www.mocate.org/mrg](http://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 Southwest region along with recommendations on how to expand existing services. @rise\_coalition To access a full list of resources, visit @missouri\_cate’s website and look for the Missouri Resource Guide.



**Caption FB & LinkedIn:** *These are a few organizations that provide mental health services to survivors in the Southwest region along with recommendations on how to expand existing services. @NightLight International @Rise Coalition To access a full list of resources, visit [www.mocate.org/mrg](http://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 Southwest region, along with recommendations on how to expand existing services. @legalaiddofwesternmissouri @the\_victim\_center. 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 Southwest region, along with recommendations on how to expand existing services. To access a full list of resources, visit [www.mocate.org/mrg](http://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 @rise\_coalition @standagainsttrafficking 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 @RISE Coalition @Stand Against Trafficking to stay informed!*

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

*From  
Project Partners  
CATE Collaborative Partners*