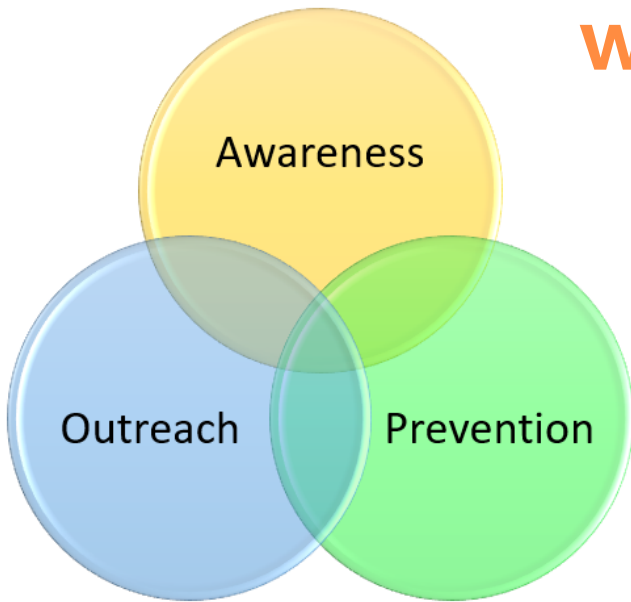


### WHAT IS PREVENTION?



One way well-meaning agencies, advocates, and staff sometimes muddy their prevention programming is by conflating outreach, awareness, and prevention.

The goal of **awareness** is to make the public aware of the existence, nature, and scope of the problem, and to correct sensationalized misinformation.

The goals of **outreach** are to reach potential survivors and connect them to services and resources.

The goal of **prevention** is *primary* prevention of causing or enacting harm. Primary prevention means prevention of harm before it has happened.

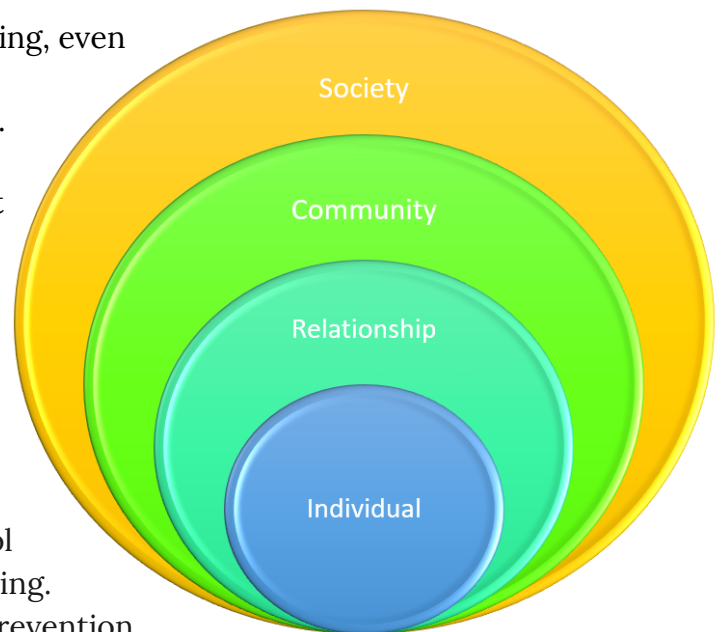
*Remember that the images and narratives you share as part of your approach will influence which survivors see themselves in your stories. Who is being highlighted in your frameworks? Who is left out?*

### THE SOCIAL-ECOLOGICAL MODEL

**Risk factors** increase the likelihood of violence occurring, even if they are not causal. **Protective factors** decrease the likelihood of violence occurring or increase resilience.

Risk and protective factors for human trafficking exist at each level of the social ecological model (SEM). Comprehensive prevention targets risk and protective factors at each level as well.

Prevention programming that focuses heavily on individual and relationship level factors must be careful not to ignore the community and societal factors, most of which are out of the individual control of people who are at increased risk for human trafficking. Systems advocacy is an essential part of all violence prevention.



**Many of the risk and protective factors for *experiencing* trafficking are the same risk and protective factors for *perpetrating* trafficking. Remember: our goal is primary prevention of perpetration.**

### EFFECTIVE PREVENTION:

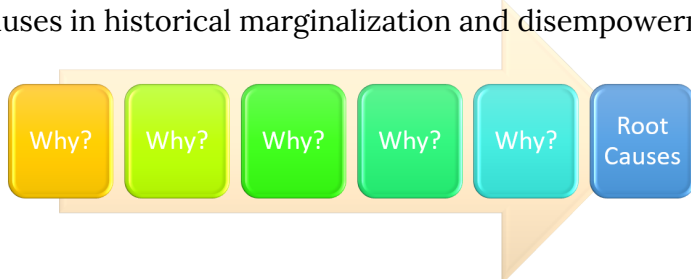
- 01 IS COMPREHENSIVE**  
Incorporates a variety of strategies at multiple levels of the SEM.
- 02 IS THEORY-DRIVEN**  
Is grounded in research-supported practices and statistics.
- 03 IS APPROPRIATELY-TIMED**  
Is developmentally appropriate for different ages.
- 04 IS SOCIO-CULTURALLY RELEVANT**  
Centers those most impacted by trafficking and trafficking policy.
- 05 HAS WELL-TRAINED STAFF**  
Offers ongoing professional development and support.
- 06 USES VARIED TEACHING METHODS**  
Uses engaging and varied teaching methods.
- 07 HAS A SUFFICIENT DOSAGE**  
Aims for deeper saturation of fewer audiences.
- 08 FOSTERS POSITIVE RELATIONSHIPS**  
Builds positive adult-youth relationships and empowers parents.
- 09 EVALUATES OUTCOMES**  
Evaluates outcomes based on goals for continuous quality improvement.



A logic model can be part of your planning and evaluation strategy.

### ANTI-OPPRESSION LENS

NCCASA's work is done from a strong intersectional, social justice perspective. By centering our work around marginalized communities, everyone is served. We view human trafficking through a human rights framework and use a public health approach to violence prevention. When considering "vulnerability" and risk factors, we acknowledge that current social and cultural issues have their root causes in historical marginalization and disempowerment of specific populations.



When looking at social issues, ask why things are as they are? And why was that? Follow 5 Why's to the root causes.

We cannot end trafficking without ending the intersecting oppressions that create vulnerability. This includes being thoughtful about our engagement with the criminal justice system, avoiding prevention strategies that create additional harm to people from marginalized populations.