

NJ COALITION AGAINST HUMAN TRAFFICKING

WORLD CUP

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**Action Collaborative
against Trafficking**

*Community
Awareness
Toolkit - 2026*

Taking Action in Your Community



A welcome from Gina Cavallo, NJ Coalition Against Human Trafficking Board Vice President and Survivor Consultant



Thank you for your interest in taking action to prevent human trafficking.

As communities prepare to welcome the world for the 2026 FIFA World Cup, we have a shared responsibility to ensure that our response to human trafficking is informed, ethical, and centered on the dignity of survivors.

The World Cup ACT - Action Collaborative *against* Trafficking was created to support communities in taking meaningful, survivor-informed action before, during, and after large-scale events like the World Cup. Awareness alone is not enough, how we raise awareness matters.

This toolkit is designed to help individuals, organizations, schools, healthcare, emergency responders, faith communities, businesses, and municipalities take practical steps to prevent exploitation while avoiding harm, sensationalism, or victim-blaming. All guidance included here reflects best practices informed by the lived experience of survivors. Everyone can make a difference. By using this toolkit, you are choosing to take action in a way that respects survivors, strengthens communities, and contributes to long-term prevention.

Thank you for being part of this collaborative effort.

Take Action to Combat Trafficking Ahead of the 2026 FIFA World Cup

Toolkit Contents

- Using this Toolkit & About World Cup ACT
- Best Practice Protocols for Awareness Raising and Training
- Being Appropriately Survivor Informed
- Proclamations for Municipalities – Template for World Cup Awareness
- Community Awareness – Education into Action
 - Request A Speaker
 - Learning About Human Trafficking
 - Books Written By Survivors
- Student Empowerment in Schools – CLEAR Program
- Taking Action for World Cup Trafficking Prevention
 - Social Media
 - Getting Involved with **World Cup ACT**
 - Fundraising
 - Supporting Survivors

Using This Toolkit & About World Cup ACT

USING THIS TOOLKIT

How you use this toolkit is optional.

Please use it in a way that works for you and your community.

Some suggestions for getting started:

- **Consider where YOUR community is.** Is it where you live, work, your online network, your friends and family? Wherever that is, that's a great place to start to bring awareness.
- **Choose one action to implement.** One action can be anything you choose. We have made some suggestions and given a template for a proclamation in your municipality, since that can be a good place to start. Use the proclamation in other places - your school, workplace or local organization.
- **Partner with survivor-led organization** or committee whenever possible.

ABOUT WORLD CUP ACT

World Cup **ACT** (**A**ction **C**ollaborative against **T**rafficking) is a survivor-informed initiative focused on:

- Preventing human trafficking connected to large-scale events such as the 2026 FIFA World Cup.
- Supporting community-based education that leads to responsible action.
- Strengthening partnerships across sectors to protect vulnerable populations.

World Cup ACT collaborates with survivor-centered organizations, community groups, faith-based partners, service clubs, and national initiatives, including partnerships such as It's A Penalty, Rotary Clubs, and others committed to ethical prevention and survivor dignity.

Best Practice Protocols for Awareness Raising and Training

- All materials and trainings must be survivor-informed – created by agencies or organizations that are survivor-led/survivor inclusive and appropriately survivor-informed.
- Language used is appropriate and does no harm to victims and survivors.
- Approach is not overly sensationalized, with the focus on the abuse, fear and exploitation involved in trafficking.
- Materials cover not only sex trafficking but also labor trafficking and familial trafficking.
- Materials show that trafficking can happen to anyone – any gender, age, race, ethnicity, religion or socio-economic background.
- There is never any indication of victim blaming in the materials, and coercive control by the criminals responsible is included.
- There is an understanding that victims may not be able to understand their victimization out of fear, understanding or coercive control.

Being Appropriately Survivor Informed

SURVIVOR INFORMED MEANS THAT PREVENTION, EDUCATION, AND OUTREACH EFFORTS ARE SHAPED BY THE LIVED EXPERIENCE, EXPERTISE, AND LEADERSHIP OF SURVIVORS WITHOUT CAUSING HARM OR RE-EXPLOITATION.

Consider these elements:

- Survivors have been involved in advising from the start not just asked at the end to endorse a document, message or training.
- Survivors have been compensated by the organization producing the training/materials.
- Survivor advisors/leaders are on a healing journey and project involvement does not re-traumatize them.
- Survivors get to choose how they are termed (Lived Experience Expert/Human Trafficking Expert/Survivor or other) and how much of their story they wish to share.
- Survivors have a range of lived experiences so that the many ways human trafficking happens is reflected in those advising on it – any gender, age, background, type of trafficking (sex, labor, familial).
- Survivor informed trainings must not:
 - Re-exploit the survivor by not compensating.
 - Re-traumatize the survivor by requiring them to share traumatic experiences.
 - Silence survivors by giving them scripts and telling them what to say.

Municipal Proclamation

ON HUMAN TRAFFICKING AWARENESS AHEAD OF THE 2026 FIFA WORLD CUP

WHEREAS, human trafficking is among the world's fastest growing criminal enterprises and it profits from the exploitation of vulnerable populations including minors and adults; and

WHEREAS, nearly 26 years after the passing of the Trafficking Victims Protection Act, an estimated 27.6 million people are subjected to human trafficking globally, with cases reported in every U.S. state and territory; and

WHEREAS, human trafficking is a borderless crime against individuals that violates the most basic human rights and deprives victims of every shred of personal freedom; and

WHEREAS, human trafficking occurs when a person is recruited, harbored, or obtained through force, fraud, or coercion for the purposes of sexual or labor exploitation; and

WHEREAS, victims can be U.S. citizens or non-citizens and can be any age or gender, but they have a shared experience of having been forced, tricked, manipulated, or threatened into compliance with the criminals seeking to exploit them; and

WHEREAS, broad public awareness of human trafficking that is informed by the lived experience of survivors brave enough to share their knowledge, is best practice when seeking to understand and prevent trafficking; and

WHEREAS, large sporting events like the World Cup are known to increase the demand for sex trafficking victims, and the World Cup in particular has also been associated with labor trafficking cases (including construction, hospitality, retail industries, etc.), it is especially important to educate our communities, and raise awareness before, during, and after this event; and

continued...

Municipal Proclamation

ON HUMAN TRAFFICKING AWARENESS AHEAD OF THE 2026 FIFA WORLD CUP continued

WHEREAS, New Jersey's MetLife Stadium will host 8 matches of the 2026 FIFA World Cup from June 11, 2026, for over 5 weeks, including the World Cup Final on July 19, 2026, along with Fan Fests in Liberty State Park, along the Jersey Shore, and other locations; and

WHEREAS, the Township of _____ stands committed to protecting human rights and individual freedom by raising awareness of eliminating [SM1] human trafficking: and

WHEREAS, the Township of _____ is resolved to support all efforts by individuals, businesses, organizations, and governing bodies to raise awareness of and opposition to human trafficking and to make additional efforts to keep its residents aware of the warning signs, survivor- informed prevention messaging and how to respond in the case of suspected trafficking before, during and after the 2026 FIFA World Cup; and

WHEREAS, the Township of _____ is committed to ensuring that those impacted by human trafficking receive services that are trauma-informed and responsive to their individual needs; and

WHEREAS, the Township of _____ commends the work of the NJ Coalition Against Human Trafficking for its survivor- inclusive efforts to end human trafficking in our state and beyond, through education, advocacy, and assistance to survivors, and through information on its website: safernj.org to increase coordination and visibility of New Jersey's commitment to end human trafficking.

NOW, THEREFORE, I/WE, _____, do hereby proclaim our community's readiness to raise awareness about the signs and consequences of human trafficking, to promote opposition to human trafficking in all of its forms, and to encourage support for the survivors of human trafficking throughout the State of New Jersey and across the world to put an end to this criminal activity and restore freedom and dignity to its survivors.

Community Awareness – Education into Action

COMMUNITY AWARENESS IS MOST EFFECTIVE WHEN IT LEADS TO THOUGHTFUL, INFORMED ACTION. THE FOLLOWING OPTIONS ARE DESIGNED TO HELP COMMUNITIES ENGAGE IN PREVENTION EFFORTS THAT ARE ETHICAL, SURVIVOR-INFORMED, AND MEANINGFUL.

Request A Speaker

Inviting a speaker can be a powerful way to educate your community when done responsibly. When requesting a speaker, prioritize survivor-led or survivor-inclusive organizations that use trauma-informed, non-sensationalized approaches. Effective presentations focus on prevention, systems of exploitation, and how communities can respond, without requiring survivors to share graphic or re-traumatizing personal stories. It's easy to request a speaker for your community. Our speakers are trained to deliver survivor informed information and education.

Go to: safernj.org/request-a-speaker to book your speaker.

Learning About Human Trafficking

Learning is a critical first step toward prevention. Human trafficking includes sex trafficking, labor trafficking, and familial trafficking, and it affects people of all genders, ages, and backgrounds. Seek out educational materials that challenge common myths, avoid stereotypes, and reflect the realities of coercion, control, and vulnerability rather than extreme or sensationalized narratives. You can learn about human trafficking at safernj.org which also has a list of recommended organizations to further your learning.

Books Written By Survivors

Reading books written by survivors is a meaningful way to learn directly from lived experience. Reading multiple survivor-authored works helps illustrate that human trafficking is not a one-size-fits-all crime, it occurs in many forms and contexts. These works provide insight into the realities of trafficking, the long-term impacts of exploitation, and the importance of survivor-centered solutions. These resources should be approached as educational tools that honor survivor expertise, not as entertainment.

Student Empowerment in Schools - CLEAR Program

CLEAR Program

**A 5-step PREVENTION EDUCATION program to
make human trafficking CLEAR to students**

- COMPREHENSION** Student comprehension through a Human Trafficking 101 Presentation
- LIVED EXPERIENCE** Students learn from a survivor of human trafficking who has lived experience
- EDUCATION** In class education with NJ Student Learning Standard Lesson Plans
- ACTION** Student action with the NJCAHT LOCKER SLAM 2.0 Virtual Program
- RESPONSE** Student response and empowerment by undertaking their own project

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Learn more about the **CLEAR** Program at
safernj.org/raise-awareness-at-your-school

Taking Action for World Cup Trafficking Prevention

TAKING ACTION TO PREVENT HUMAN TRAFFICKING AHEAD OF THE 2026 FIFA WORLD CUP MEANS CHOOSING EFFORTS THAT ARE RESPONSIBLE, COORDINATED, AND SURVIVOR-INFORMED. COMMUNITIES PLAY A VITAL ROLE IN PREVENTION WHEN AWARENESS IS PAIRED WITH THOUGHTFUL ACTION.

Social Media

Supporting survivors means respecting their autonomy, privacy, and healing journey. Communities can support survivors by promoting access to services, advocating for survivor-centered policies, and partnering with organizations that offer trauma-informed care. Prevention efforts are strongest when survivor voices are valued without being exploited.

Follow the NJ Coalition Against Human Trafficking on social media **@asafernj**

Add hashtags to your posts about prevention of trafficking at the World Cup

#BEFREEWORLDCUP #WORLD CUPACT #NJCAHT

Get Involved with World Cup ACT (Action Collaborative *against* Trafficking)

Community members, organizations, and businesses are encouraged to engage in collaborative efforts that prioritize survivor-informed prevention strategies. Working together strengthens coordination, reduces duplication, and ensures that actions taken ahead of the World Cup are ethical, effective, and community-centered.

Learn more at: **worldcupact.org**

Fundraising

Fundraising efforts should support survivor-led or survivor-inclusive organizations that provide direct services, prevention, and advocacy. Events and campaigns should be designed with dignity and respect, ensuring that survivors are not used as marketing tools and that funds raised contribute to long-term impact. You can donate to the NJCAHT at: **safernj.org/donate**

The NJ Coalition Against Human Trafficking is a 501c3 nonprofit (Platinum rated on Guidestar). Your donations are tax deductible - Tax ID number: 81-4523578

Supporting Survivors

Supporting survivors means respecting their autonomy, privacy, and healing journey. Communities can support survivors by promoting access to services, advocating for survivor-centered policies, and partnering with organizations that offer trauma-informed care. Prevention efforts are strongest when survivor voices are valued without being exploited. The NJ Coalition Against Human Trafficking works in partnership with WeRISEUSA to help survivors in emergency situations.

Learn more and donate at **safernj.org/help-survivors**

100% of your donation goes directly to survivors of human trafficking.

Closing Note



Thank you for your commitment to taking action to prevent human trafficking. As communities prepare for the 2026 FIFA World Cup, the choices we make, what we share, how we educate, and who we partner with, matter. Prevention is most effective when it is rooted in respect, collaboration, and survivor-informed practice.

While global events may bring heightened attention, human trafficking does not end when the games are over or the lights dim. The need for informed, ethical action continues long after the final match. Communities can remain engaged in many ways, including education and awareness efforts, survivor-informed legislative advocacy, healthcare and service-provider engagement, responsible fundraising, and participation in survivor-inclusive initiatives.

The New Jersey Coalition Against Human Trafficking (NJCAHT) welcomes continued collaboration with individuals, organizations, businesses, and communities committed to long-term prevention and survivor support. Whether through education, advocacy, partnership, or survivor-informed leadership, there are many ways to stay involved beyond the World Cup.

To learn more about ongoing initiatives and opportunities for engagement, visit <http://www.safernj.org>.

Together, we can strengthen communities, reduce vulnerability, and help ensure that awareness leads to lasting change.

Thank you for being part of this effort.