

# WEBSITE DETAILS

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**Website URL: [traffickq.org](http://traffickq.org)**

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## **Future Vision for Website**

- 1) Occasional Updates to [News & Resources Page: Survivor Stories](#). We want these stories to help our readers understand the prevalence of the issue by providing real life examples of how common trafficking is in all its forms.
- 2) Updates to statistics posted on the [Home Page and News & Resources](#). New statistics are usually released annually, so if those change, any relevant updates or additions to statistics would be great!
- 3) The FAQ section on the [About Us](#) page can be updated as new questions arise through the implementation of the curriculum (these FAQs are also on our PR Packet—explained in the Marketing section of the guide)
- 4) Add more interactive elements throughout the website if possible. We want our viewers to stay engaged throughout the curriculum, so open-ended questions or something similar to keep viewers thinking would be beneficial.
- 5) The website provides contact information, and it lists the traffickq gmail at the bottom of each page. Please check that regularly to address any concerns or feedback from viewers.
- 6) There should not be a need for frequent updates to the website, and changes made should primarily be focused on having the most accurate and up-to-date information.
- 7) We want our website to have the biggest outreach possible, and we believe that research on SEOs and figuring out how to maximize TraffickQ's ranking is the best way to achieve that.

# SOCIAL MEDIA Resources

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## TraffickQ Social Media Accounts

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### Future Vision for Social Media Accounts

- 1) Ad campaign! We want to reach people who don't follow us. We think that the best way to approach starting an advertising campaign would be to recruit an expert in this area to assist.
  - 2) Continue to engage the teen audience! Keep posts creative and attention grabbing.
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### Instagram:

- ★ We have been posting 2x on Instagram stories, 1x video post, and 1x photo post per week.
- ★ We also take the time to scroll through our following list, liking and commenting on other trafficking accounts posts for 30 minutes per week.

### Instagram Tips:

- ★ Utilize apps like canva and google slides to create content for stories and posts.
- ★ Capcut is an easy way to edit videos, by combining multiple clips and adding text/image overlays.
- ★ Font size matters: grab their attention by increasing words that are significant.
- ★ Tag other accounts whenever you can! - brings more people to the page.
- ★ Keep captions short and sweet. Users are more likely to engage with a quick informational post than a post that looks like an essay.
- ★ Starting a series is a great way to increase the amount of posts if you are low on ideas; make sure to include that it is part of a series so people are inclined to check out the page for more!
- ★ You can repurpose TikTok content by posting it to Instagram Reels.

### TikTok

- ★ Revive account.
- ★ We have strayed away from TikTok as of late, so try to be active on it.
- ★ It is where most kids spend their time, so it is an untouched avenue to spread TraffickQ.

### TikTok Tips

- ★ Try to participate in trends (find these by scrolling through the For You page).
- ★ Include hashtags, like #foryou #teens #education #humantrafficking.

- ★ Add hashtags that are related to the content, especially if it is a trend.
- ★ Try to be engaging with the content. Maybe try to be funny if possible.
- ★ Cater the content toward teen audiences.
- ★ Shorter content generally performs better.
- ★ Pick audio that is performing well on TikTok at the time (find this out by scrolling through the For You page).

## PR MATERIALS

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PR Packet	40-44
One-Pager	45-46

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# TraffickQ: Start Learning, Stop Trafficking.

## THE MISSION

Crafting compelling content that deeply connects with our audience is crucial, and our youth-centric approach is pivotal in establishing a profound resonance with teenagers. Our ultimate objective is to narrow the divide between awareness and meaningful action, inspiring teenagers to actively oppose human trafficking and play a significant role in the continuous fight against this grave issue.

We are ...  
**FOR TEENS  
BY TEENS.**

## THE TEAM



From year one to year three, our team is made of 20 teens from the Oklahoma area. For the last three years we have been developing our mission of ending human trafficking through an easily accessible curriculum.

We are Cohort 14 of the Youth Philanthropy Initiative (YPI), an organization funded by the Schusterman Foundation in Tulsa, Oklahoma. YPI is a three year long program that allows high school students to make a difference in their community and become philanthropic leaders.

After spending half of our first year together brainstorming how we could change the lives of American teens, we decided to focus our project on Human Trafficking- specifically towards creating awareness that enables prevention.

During our research, we found that teenagers in America (us included) were under-informed about the effects of Human Trafficking on their lives and how prevalent it is in our society. Through this realization, our project TraffickQ emerged. TraffickQ is a

series of videos aimed to educate and spread awareness about Human Trafficking among teens. In our curriculum, you will go through seven video lessons that enable you to be aware of this under-informed issue and to help protect yourself and others.

## WHAT IS TRAFFICKQ?

TraffickQ is a video curriculum developed by high school students. The purpose of TraffickQ is to educate teenagers on how to prevent trafficking online and in person. We chose to produce a video curriculum to inform teenagers on the grave issue of human trafficking. We have created engaging and informative videos that are split into 6 chapters. By leveraging the power of visual storytelling, our video curriculum aims to bridge the gap in understanding among teenagers. Our goal is to foster awareness, empathy, and empowerment. This curriculum provides teenagers with information and tools needed to protect themselves and to advocate for others.

## DEVELOPING OUR NAME

Everyone knows about IQ (intelligence quotient) and EQ (your emotional intelligence quotient) but what about your traffick quotient? Your TQ? Your TraffickQ? How much you should know about trafficking. We strive to educate teens about human trafficking, therefore increasing their TraffickQ!

## OUR COLORS



**Blue:** strength, dependability, prevention

- **Navy Blue:** Navy Blue symbolizes power. We chose to use this to show the power that knowledge has and the importance of knowledge about Human Trafficking.
- **Light Blue:** Light blue symbolizes peace. We wanted our curriculum to bring people peace by understanding more about trafficking

**Orange:** evokes a positive association. It also symbolizes ambition, creativity, and sociability. We want users to positively engage with our content.

- **Coral:** warmth and acceptance
- **Bright Orange:** excitement and enthusiasm

**Gray:** neutrality, conformity, uncertainty, and modesty. We choose gray as our main neutral, since it isn't jarring when next to orange or blue.

## **THE CURRICULUM**

### **CHAPTER 1: The Facts**

To talk about human trafficking, we first have to understand what it is and who it affects. In this chapter, participants will learn the heartbreaking facts about human trafficking and discuss how human trafficking affects them and those around them.

### **CHAPTER 2: The Misconceptions**

One of the first and most important steps in educating yourself about human trafficking is addressing any misconceptions you may have about the issue. In this chapter, participants will understand what trafficking really is.

### **CHAPTER 3: The Why**

In this chapter, participants will learn why trafficking is an important issue and how it affects everyday life.

### **CHAPTER 4: The Signs**

One of the most important ways to combat human trafficking is to be equipped with the ability to recognize potentially dangerous situations. In this chapter, participants will learn how to recognize the warning signs of human trafficking.

### **CHAPTER 5: The Resources**

To keep you and the people around you safe, you need to know the resources that are available to you. There are many resources accessible for every step, from prevention to rehabilitation, for human trafficking victims.

### **CHAPTER 6: The Takeaways**

An overview of our curriculum and where to go next.

## Frequently Asked Questions

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### **Why did you all choose a curriculum?**

We believed that regardless of whatever "delivery" method our project would take the form of (such as videos or in-person presentations), we would need a solid basis in which to refer back to our materials. By using a set curriculum (which we hope to get approved by), we are able to set a consistent standard for our project and have a means of passing on the project to future organizers.

### **How does your project stand out?**

Our project has a unique teen perspective that we hope will resonate with our audience.

### **Is TraffickQ appropriate?**

The TraffickQ curriculum aims to give a relevant and knowledgeable understanding of human trafficking. With this goal, there are going to be some topics that some may find triggering and may violate school rules. When implementing our curriculum in schools, we will work with each school administration to adapt the curriculum in a way that both abides by school rules and gives students the knowledge on human trafficking they need.

### **Why should I care about your project?**

Through our research, we have discovered that there are a lot of knowledge gaps and misconceptions about human trafficking, specifically in its. Teenagers are the most vulnerable, while also being greatly uninformed on the severity of the issue.

### **What's next?**

As we continue to grow our project we are working to join with the Oklahoma Coalition against Human Trafficking, an organization committed to ending Human Trafficking. As we continue to grow our curriculum we want to expand to partner with more organizations. Contact Us to begin a partnership to implement our curriculum in your organization or visit our website to start learning!

### **Where can I find more information about implementing a human trafficking curriculum?**

There are many organizations and government agencies dedicated to combating human trafficking that offer resources and guidance on implementing curricula. Some examples include the U.S. Department of Homeland Security's Blue Campaign, the Polaris Project, and local anti-trafficking coalitions or task forces. Additionally, educational institutions and professional associations may have resources available.

### **Why is it important to implement a human trafficking curriculum?**

Human trafficking is a serious violation of human rights and a significant global issue. Educating individuals about the realities of trafficking can empower them to recognize and respond to trafficking situations, support victims, and advocate for policy changes.



## Who is the target audience for a human trafficking curriculum?

The target audience can vary but may include students (middle school, high school, or college), educators, law enforcement personnel, healthcare providers, social workers, community leaders, and the general public.

## ABOUT YPI

Youth Philanthropy Initiative equips teens with the necessary tools and understanding to become social entrepreneurs. Teens in YPI are socially and culturally aware, building their projects around issues or problems they believe are pertinent in the Tulsa community. All YPI projects are built to be sustainable through research, organization, and long-term planning, giving students hands-on experiences to use in college and beyond. YPI students are involved in leadership, athletics, speech and debate, art, programming, but they all come together with the same passion to make tangible change in their communities.

## CONTACT US!

Email: [ypi.cohort.14@gmail.com](mailto:ypi.cohort.14@gmail.com)

Instagram: [@ypi.14](https://www.instagram.com/ypi.14)

Website: [traffickq.org](http://traffickq.org)





## Who We Are:

### For Teens, By Teens.

We are Cohort 14 of the Youth Philanthropy Initiative, an organization funded by the Schusterman Foundation in Tulsa, Oklahoma. YPI is a three year long program that allows high school students to make a difference in their community and become philanthropic leaders. We decided to focus our project on Human Trafficking- specifically towards creating awareness that enables prevention. Through this, our project TraffickQ emerged.



## Purpose

To educate and inform teens about human trafficking

## Outcomes

To narrow the gap between education and meaningful action

## Methods

Our video curriculum and our website.

TraffickQ

## Our Curriculum

### Start Learning. Stop Trafficking

TraffickQ is a series of videos aimed to educate and spread awareness about Human Trafficking among teens. In our curriculum, you will go through seven video lessons that enable you to be aware of this under-informed issue and to help protect yourself and others. We chose to produce a video curriculum to inform teenagers on the grave issue of human trafficking. We have created engaging and informative videos that are split into 6 chapters. By leveraging the power of visual storytelling, our video curriculum aims to bridge the gap in understanding among teenagers. Our goal is to foster awareness, empathy, and empowerment. This curriculum provides teenagers with information and tools needed to protect themselves and to advocate for others. Crafting



compelling content that deeply connects with our audience is crucial, and our youth-centric approach is pivotal in establishing a profound resonance with teenagers. Our ultimate objective is to narrow the divide between awareness and meaningful action, inspiring teenagers to actively oppose human trafficking and play a significant role in the continuous fight against this grave issue.

## The Work

This picture was taken during the filming of our video curriculum. Our two and half years of work has led us to create our video curriculum, and you can see the happiness and sense of accomplishment that we all felt. We had poured so much time and effort into this project and were so excited to see it come to life. We hope everyone can appreciate TraffickQ the way we do.



# PARTNERSHIPS

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## Bishop Kelley

- On our list of schools we decided to contact Bishop Kelley and have them partner with us.
- After meeting with the president, principle, and many teachers, Blshop Kelley decided to partner with us and develop our curriculum into a theology class.
- Bishop Kelley plans to continue to work with members who attended the school and OCAT, if they have any new developments.
- **Contacts:**
  - John Simmons (teacher)- [jsimons@bishopkelley.org](mailto:jsimons@bishopkelley.org)
  - Cassy Lynch (teacher)- [clynch@bishopkelley.org](mailto:clynch@bishopkelley.org)
  - Addison Clayton (cohort 14 member)- [claytonaddison07@gmail.com](mailto:claytonaddison07@gmail.com)

## Tulsa Honors Academy

- Within the cohort we decided to contact Tulsa Honors Academy and bring our curriculum to them
- They expressed interest as long as we created a facilitator guide and teacher handouts
- With the creation of this partnership they have helped benefit other contacts with the creations of these guides

## Tulsa Public School District Representatives

- We also have been in contact with representatives of the Tulsa Public Schools.
- During our back and forth email interactions, we have forwarded OCAT's emails to them as well.
- **Contacts:**
  - Ebony Johnson (superintendent of Tulsa Public Schools) - [johnseb@tulsaschools.org](mailto:johnseb@tulsaschools.org)
  - Stephanie Andrews (executive director of student and family support services) - [andrest@tulsaschools.org](mailto:andrest@tulsaschools.org)

## Oklahoma Coalition Against Human Trafficking

- OCAT will look at partnerships with schools as they see fit.

## Health Career Collaborative (HCC)

- HCC is a public health non-profit organization with 42 chapters nation-wide, and what they will be doing with our curriculum is have medical students go out to underrepresented high schools and teach them during multiple sessions.
- Dr. Gefter, a doctor of medicine at Stanford and the national director of HCC, envisions that our curriculum will have a separate webpage on the HCC website and that it should be up and running by the end of summer 2024. In addition, she plans to link our website to some other already existing and functioning curriculums.

## ACKNOWLEDGEMENTS

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Cohort 14 of the Youth Philanthropy Initiative would like to credit the following students with the creation of TraffickQ. They have dedicated three years of their high school career towards building this project, and it is through their immense diligence and perseverance that TraffickQ is able to thrive today.

**Mariana Aguirre, Isha Aryal, Emma Barnes, Leah Beakey, Conley Bolusky, Addison Clayton, Jaelee Comstock, Akshit Devarapalli, Leslie Espinosa, Sofia Fermo, Lucy Flegler, Rachel Hamby, Raashi Karande, Greta Mueller, Kosi Okwuasaba, Maddie Phillips, Prisha Reddy, Harini Senthil, Kavin Subramaniam, Chanel Sun, Divya Thomas, Anna Weeks, and Theo Yar.**

Cohort 14 is incredibly appreciative of their time with the Youth Philanthropy Initiative, Adam Seaman, Emily Curzon, and April Gordon, and are thankful to the Lynn Schusterman Foundation for providing the funds to push forward this community project. They are also grateful to everyone who helped the project by giving feedback, sharing expertise, and overall assisting them with propelling the project onward.

Cohort 14 wants to give a special thanks to our community partners at the Oklahoma Coalition of Human Trafficking for continuing TraffickQ within the community. When we were looking for a partner, we had to ask ourselves what we wanted for our future partner. Some key things we identified were: serving teens, similar values, open to new ideas, philanthropic missions, and that they treat us as young adults. We saw all of those features and more within this partnership. Seeing the work that the coalition has done over the years makes all of us students excited for the future of TraffickQ. We are truly grateful for all which they have done thus far and will continue to do for the project.

