



COMBAT HUMAN TRAFFICKING

NOT IN MY HOTEL ACTION MANUAL

Use the information and resources provided to equip yourself or your church's team to make hotel visits and begin educating your local hotel management.





The Issue

American children are at risk for child sex trafficking, which involves the buying and selling of children under 18 years of age for sexual purposes. With the growth of technology and the use of online classified ads, child sex trafficking is moving off the streets and onto the Internet, where buying them for sex is as easy as ordering a pizza.

Youth are strategically targeted and manipulated by pimps/traffickers who use hotel rooms to exploit them in prostitution. A trafficker may check into a hotel and run their business out of the rooms, unbeknownst to the employees, or use the hotel to meet with sex buyers. When asked, service providers and law enforcement agencies commonly report that most pimped victims they've come into contact with have been exploited at one point in hotels.

ECPAT-USA

ECPAT (short for "End Child Prostitution and Trafficking") is an international network of 100+ members who recognize the vital role hotels and other members of the travel and tourism industry can take in preventing the commercial sexual exploitation of children. In a joint venture with the tourism private sector, ECPAT developed the Tourism-Child Protection Code of Conduct ("The Code"). The Code is the only voluntary set of business principles travel and tourism companies can implement to prevent the trafficking of children.

Companies that sign The Code agree to:

1. **Establish a policy** and procedures against the commercial exploitation of children.
2. **Train employees** in children's rights, the prevention of sexual exploitation and how to report suspected cases.
3. **Include a clause** throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children.
4. **Provide information to travelers** on children's rights, the prevention of sexual exploitation of children and how to report suspected cases.
5. **Support, collaborate, and engage** stakeholders in the prevention of sexual exploitation of children.
6. **Report annually** on their implementation of Code related activities.

Several multinational companies have signed The Code, including American Airlines, Uber, Delta Airlines, Hyatt Hotels International, Hilton, Wyndham Worldwide and Marriott International, among others.

Regarding the second principle of The Code, ECPAT-USA, the U.S. arm of ECPAT, has developed child trafficking recognition training for hotel employees. This electronic training module is available to all associates of hotel brands that have signed The Code. It highlights red flags, or child trafficking indicators, that employees need to watch for and what they should do if they suspect a trafficking situation on hotel premises.

Most major hotel chains have signed The Code, and some have even made the training mandatory for hotel employees. ECPAT-USA also helped develop training for hotels that have not signed The Code. This training



can be licensed from the American Hotel and Lodging Association Educational Institute at www.ahlei.org/humantrafficking.

Additional information about ECPAT, ECPAT-USA and The Code can be found at ecpatusa.org. For statistics and other information on ECPAT-USA's work with the hotel industry, see its 2018 report No Vacancy for Child Sex Trafficking (www.ecpatusa.org/novacancy).

Project Description

This manual and larger toolkit will enable churches and other faith communities to advocate for victims by engaging the hotel industry in the fight against child sex trafficking. Hotel employees are uniquely positioned to make a difference when they know the signs of trafficking and when they have a protocol in place for reporting suspicious activity. By promoting trafficking awareness training at our local hotels and offering anti-trafficking resources, we take practical steps to eliminate child sex trafficking.

Recruiting and Training Volunteers

Some people in your church/organization will be interested right away in making visits to hotels. Others will want to learn about the project and the issue of human trafficking first without committing to making visits. Some may also be interested in helping prepare the folders to give to hotels or serving as drivers for hotel outreach teams. Encourage anyone who would like to learn about human trafficking to attend the training whether or not they are interested in volunteering.

Appoint someone to lead the training and give the PowerPoint presentation included in the toolkit. Everyone who attends the training can have the option of helping assemble folders that hotel outreach teams will take on their visits. Hotel outreach teams should also receive the "Hotel Pitch" handout, included in the toolkit, with pointers for talking to hotel employees.

Assembling Folders for Hotels

Include in each folder:

- 1. Letter to Hotel Management**


This letter is a printable resource found in the toolkit. Tailor it with the name and information of your church/organization and your primary contact person.

- 2. Business card** or contact information of person who signs the Letter to Hotel Management

- 3. Missing Children Poster** for your state

The toolkit includes a template for making a letter-sized (8.5" x 11") missing children poster for your city and surrounding area. To find who the missing children are in your area, go to www.missingkids.com/gethelpnow/search. Include the following information on the poster:

- Recent photo of child/person
- Child/person between ages 12-22
- Person who has been missing less than two years

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- Identifying facts such as braces, tattoos, scars

4. “Together We Can Disrupt Human Trafficking” Posters: in English (2) and in Spanish (1)

These posters are 8.5” x. 11” printable resources found in the toolkit. ECPAT-USA developed these posters in response to a demand from hotel brands that wanted to proactively combat human trafficking and child exploitation. They are designed to be displayed in the “back of the house” to help staff recognize the signs and behaviors of traffickers and victims and respond if they see suspicious activity. The posters include a space for a hotel to add its property’s own trafficking reporting number. Include two English versions so that one can be kept at the front desk as a quick reference for lobby staff.

5. “Report Human Trafficking” Posters: in English (1) and in Spanish (1)

These posters are 8.5” x 11” printable resources found in the toolkit. ECPAT-USA developed these posters to help hotels meet state laws requiring them to put posters with the National Human Trafficking Hotline in the “front of the house.” The posters give hotel patrons and possible trafficking victims access to information about trafficking and the hotline to call for help.

As of 2018, the following states require hotels and motels to post the National Human Trafficking Hotline in the front lobby: Alabama, Arkansas, Connecticut, District of Columbia, Georgia, Illinois, Louisiana, Maryland, Michigan, Pennsylvania, South Carolina, Tennessee, Wisconsin. New York State encourages posting on a voluntary basis.

If you will be printing posters in-house, print in color on brochure paper, or some equivalent. If you are doing a large-scale hotel outreach, you can use a printing service, such as gotprint.com.

6. ECPAT-USA Hotel Safety Checklist

This checklist is a printable resource developed by ECPAT-USA and found in the toolkit. It covers additional measures hotels can take to protect children and youth.

7. Sheet of labels with the National Human Trafficking Hotline

The toolkit includes a template for printing 1” x 2 5/8” labels. These labels are for housekeeping staff to stick on packages of hotel soap and place in the room of any person believed to be a potential trafficking victim.

Mapping Hotels

You can use Travelocity, Expedia, or a similar website to determine the hotels and motels in your city and surrounding area. Make a list of all the hotels you want to visit and take down the addresses.

Check to see which hotels on your list are members of The Code and therefore have access to trafficking recognition training developed by ECPAT-USA. The “Hotel Pitch” handout for outreach teams includes a list of hotel brands that are Code members. Knowing whether a hotel you’re entering is a member of The Code will be helpful in tailoring your pitch.



Hotel Visits

Hotel outreach teams should be teams of two. Review the “Hotel Pitch” handout to prepare what you will say and learn helpful statistics to work into your conversations with hotel employees.

If possible, time your visit in the early afternoon, after checkout and before check-in hours. There might be a greater likelihood that members of hotel management will be available to speak with you.

At the end of the visit, be sure to take the business cards (or email addresses) of the General Manager and any hotel employee you were able to speak to about human trafficking. If the hotel has a Director of Human Resources, get that person’s card as well, as s/he will be in charge of employee trainings.

Following Up

Have team members send follow up emails to the General Managers of the hotels they visited. Tailor the language in the following sample scripts accordingly.

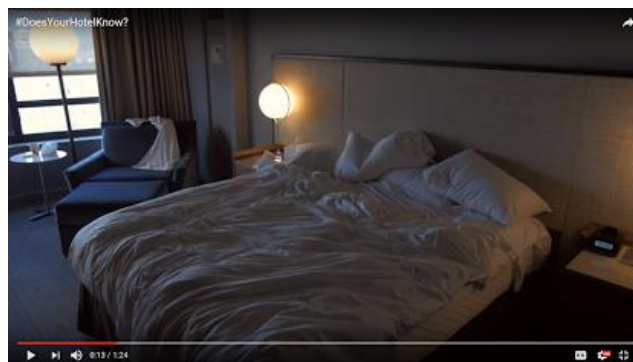
Sample script for a hotel that is a member of The Code:

Dear _____,

We are members of **[CHURCH NAME]**, a local church, and we stopped by the **[HOTEL NAME]** earlier today. We had the chance to speak with **[NAME]** at the front desk about hotels being a common site for the sex trafficking of children and youth. We left a folder of materials for you and other members of management concerning how to identify signs of child sex trafficking and what employees are to do if they detect it on hotel premises. We hope you will make these materials available to your staff and will consider training them on this issue.

You actually already have access to this training for free because **[HOTEL BRAND NAME]** is a member of the ECPAT-USA Tourism Child Protection Code of Conduct (www.ecpatusa.org/code).

Finally, please see the public service announcement below. It will take less than two minutes to watch, and it captures well the issue of child sex trafficking in hotels. Thank you for your attention, and please let us know if you would like additional information.



www.youtube.com/watch?v=KIIVVJ4seBA



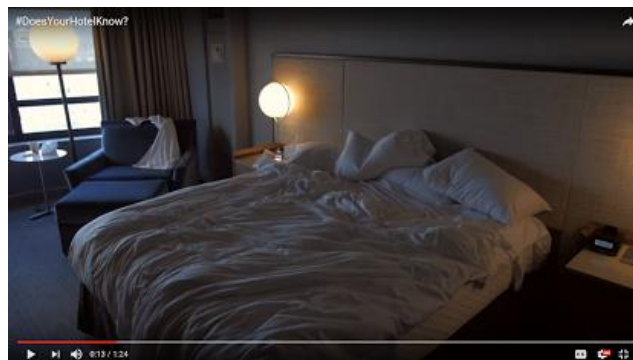
Sample script for a hotel that is not a member of The Code:

Dear _____,

We are members of [CHURCH NAME], a local church, and we stopped by the [HOTEL NAME] earlier today. We had the chance to speak with [NAME] at the front desk about hotels being a common site for the sex trafficking of children and youth. We left a folder of materials for you and other members of management concerning how to identify signs of child sex trafficking and what employees are to do if they detect it on hotel premises. We hope you will make these materials available to your staff and will consider training them on this issue.

The American Hotel & Lodging Educational Institute recently launched a Preventing Human Trafficking training module (www.ahlei.org/humantrafficking). This type of training is widely used by major hotel brands and may soon become required by law. The State of Connecticut recently passed legislation making trafficking recognition training mandatory for hotels, and we hope other states will follow suit.

Finally, please see the public service announcement below. It will take less than two minutes to watch, and it captures well the issue of child sex trafficking in hotels. Thank you for your attention, and please let us know if you would like additional information.



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