

Stronger connections.  
**Stronger futures.**

# 2026

## Human Trafficking Prevention Month Toolkit

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



ADMINISTRATION FOR  
**CHILDREN & FAMILIES**  
Office on Trafficking in Persons

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# INTRODUCTION



January is Human Trafficking Prevention Month, a presidentially designated observance that raises awareness about human trafficking and empowers individuals, organizations, and communities to take action to prevent and respond to it.

This toolkit is designed to educate and equip individuals and organizations with the resources and information to raise awareness and foster meaningful connections to prevent human trafficking.

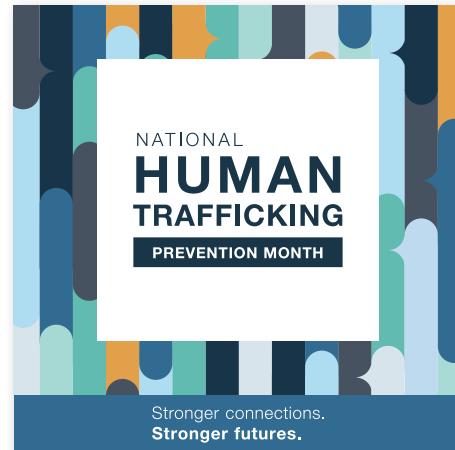
Human Trafficking Prevention Month features four focus weeks to support clear messaging and effective resource sharing. Throughout January and beyond, we encourage you to actively engage with these resources to amplify your impact in the prevention of human trafficking.

## Human Trafficking Prevention Month 2026: *Stronger Connections.* *Stronger Futures.*

The theme for Human Trafficking Prevention Month 2026 reminds us that our everyday connections play a vital role in preventing human trafficking.

Research shows that strong relationships at home, in our communities, and in our workplaces are protective factors against human trafficking and other forms of abuse. Traffickers may target individuals who feel alone or unsupported. When people are connected to caring families, neighbors, and professionals, they are more likely to have someone who notices when something does not seem right and offers help.

By investing in everyday actions—checking in, listening, creating welcoming spaces, building trust, and offering support—we strengthen resilience and help create a future free from human trafficking.



### Goals

- **Raise awareness** about human trafficking and its intersection with other forms of violence.
- **Enhance individuals' and organizations' understanding** of the steps to prevent, identify, and respond to human trafficking.
- **Increase safe identification and reporting** of situations that may involve human trafficking.
- **Improve access** to federally funded resources and services for people impacted by trafficking and related harms.
- **Equip stakeholders with practical tools and resources** to raise awareness and mobilize their networks to address human trafficking in their communities.



## Focus Weeks

This toolkit is organized into four focus weeks. The first week introduces Human Trafficking Prevention Month and provides foundational information. Building on this foundation, weeks two through four highlight ways to strengthen connections at home, at work, and within our communities.

Throughout the month, we will offer information and resources to help individuals and organizations take meaningful action to prevent trafficking and support people who may be at risk or who have experienced abuse.

### **Week 1: January 5–11, 2026**

Introduction to Human Trafficking Prevention Month

### **Week 2: January 12–18, 2026**

Connection at Work

### **Week 3: January 19–25, 2026**

Connection in the Community

### **Week 4: January 26–31, 2026**

Connection in the Family



# STAY CONNECTED

Follow us on social media for new resources and events throughout January.



[Office on Trafficking in Persons](#)



[Administration for Children and Families](#)



[Administration for Children and Families](#)



[@ACFHHS](#)

## ListServ

Stay up to date. [Subscribe](#) to the Office on Trafficking in Persons (OTIP) listserv.

# ABOUT THE NATIONAL HUMAN TRAFFICKING HOTLINE

The [National Human Trafficking Hotline](#) connects individuals who have experienced human trafficking to critical support services that help them stay safe. People who have experienced trafficking, have concerns about someone they know, or believe they have witnessed a trafficking situation can connect with a trained specialist for support, safety planning, crisis intervention, and urgent and nonurgent referrals.



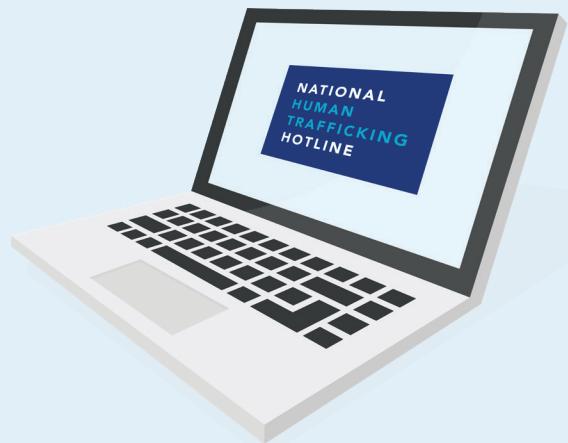
**Call: 1-888-373-7888**



**Text: 233733 (BEFREE)**



**Live Chat | TTY: 711**



**The confidential toll-free phone, text line, and online chat are available from anywhere in the United States, 24 hours a day, 7 days a week. Help is available in English, Spanish, and more than 200 additional languages through an on-call interpreter.**

## Have more questions?

Visit the [Hotline's website](#) to learn more about human trafficking, view [hotline statistics](#), and [get tips on how to build a safety plan](#).



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*The Hotline is funded by the U.S. Department of Health and Human Services (HHS) through the Administration for Children and Families' Office on Trafficking in Persons.*

# RESOURCES



**LOOK**  
GENERAL TRAFFICKING  
UNDERSTANDING, PREVENTION, AND RESPONSE

Traffickers leverage technology to exploit individuals for human trafficking.

Traffickers can...

- Use social media to find and exploit individuals in vulnerable situations
- Advertise fraudulent job opportunities
- Use encrypted apps to communicate
- Share sexually explicit digital content and images
- Use ride sharing apps to arrange travel and control over someone's movements
- Move criminal transactions through anonymous financial platforms
- Use digital surveillance to monitor movements

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Office on Trafficking in Persons

## Events Calendar

Many federal agencies, technical assistance centers, and funding recipients host events during Human Trafficking Prevention Month. We encourage you to participate in this year's events and to spread the word to your networks about these opportunities.

Visit OTIP's website throughout January for updates to the [Federal interagency calendar of events](#).

## Sample Newsletter Content

### **Human Trafficking Prevention Month: Stronger Connections. Stronger Futures.**

January is Human Trafficking Prevention Month, a time to raise awareness and take action to prevent human trafficking in our communities. This year's theme, "Stronger Connections. Stronger Futures." reminds us that our everyday connections play a vital role in preventing human trafficking.

Strong, supportive relationships at home, at work, and in our communities help protect people from human trafficking and other forms of abuse. When individuals are supported, valued, and connected to community, it is harder for traffickers to isolate, manipulate, or control them. Family members, friends, coworkers, and community members can notice when something doesn't seem right and help connect people to support and resources.

Throughout January, be intentional about deepening connections with people in your daily life—check in, listen, and build trust.

Together, we can help create a future free from human trafficking.

How you can engage this month:

- Share information about Human Trafficking Prevention Month with your networks.
- Promote resources that support safety, stability, and well-being.
- Encourage conversations with children and youth about human trafficking, healthy relationships, safe boundaries, and finding the right balance between screen time and time with family and friends.

Stay informed throughout January by visiting the [Office on Trafficking in Persons' website](#) for news, resources and events.

## Sample Website Content

### Human Trafficking Prevention Month: *Stronger Connections.* *Stronger Futures.*

January is Human Trafficking Prevention Month—a time to raise awareness and take action to prevent human trafficking in our communities. This year's theme, "Stronger Connections. Stronger Futures." highlights how everyday connections can prevent human trafficking.

Strong, supportive relationships at home, at work, and in our communities help protect people from human trafficking and other forms of abuse. When individuals are supported, valued, and connected to community, it is harder for traffickers to isolate, manipulate, or control them.

Throughout January, we encourage you to be intentional about deepening connections with people in your daily life—check in, listen, create welcoming spaces, and build trust. Together, we can usher in a future free from human trafficking.

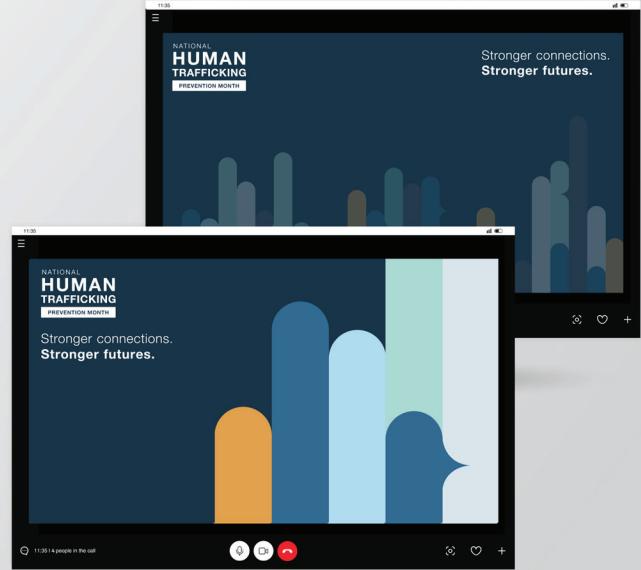
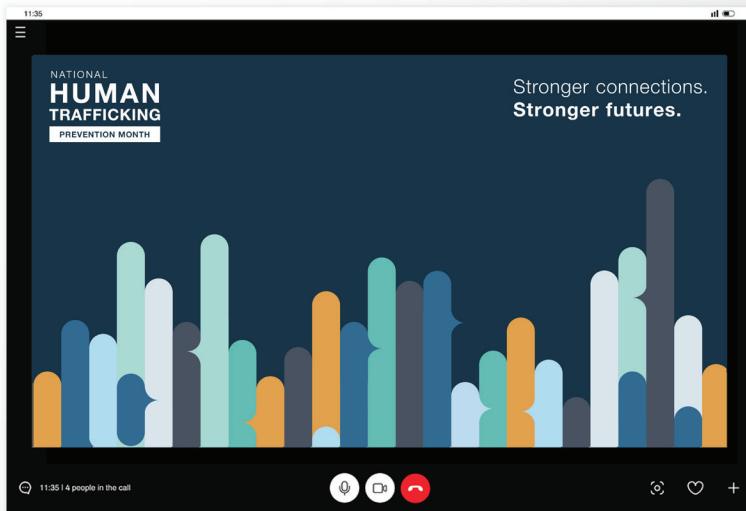
How you can engage this month:

- Share information about Human Trafficking Prevention Month with your networks.
- Promote resources that support safety, stability, and well-being.

Stay informed and engaged throughout January by visiting the [Office on Trafficking in Persons website](#) for news, resources and events.

### Virtual Meeting Backgrounds

Download our [virtual meeting backgrounds](#) to feature Human Trafficking Prevention Month throughout January.



# Social Media Resources

## Graphics

[Social media graphics](#), including an editable template, are available. Use the graphics we provide, or customize them for your community by including your own logo and images, or select an alternate photo from our [free image library](#).

## Content

We have curated a collection of social media posts and resources aimed at raising awareness and offering actionable steps to prevent human trafficking. Content is available in the “Weekly Content” section on the next page.

## Hashtags

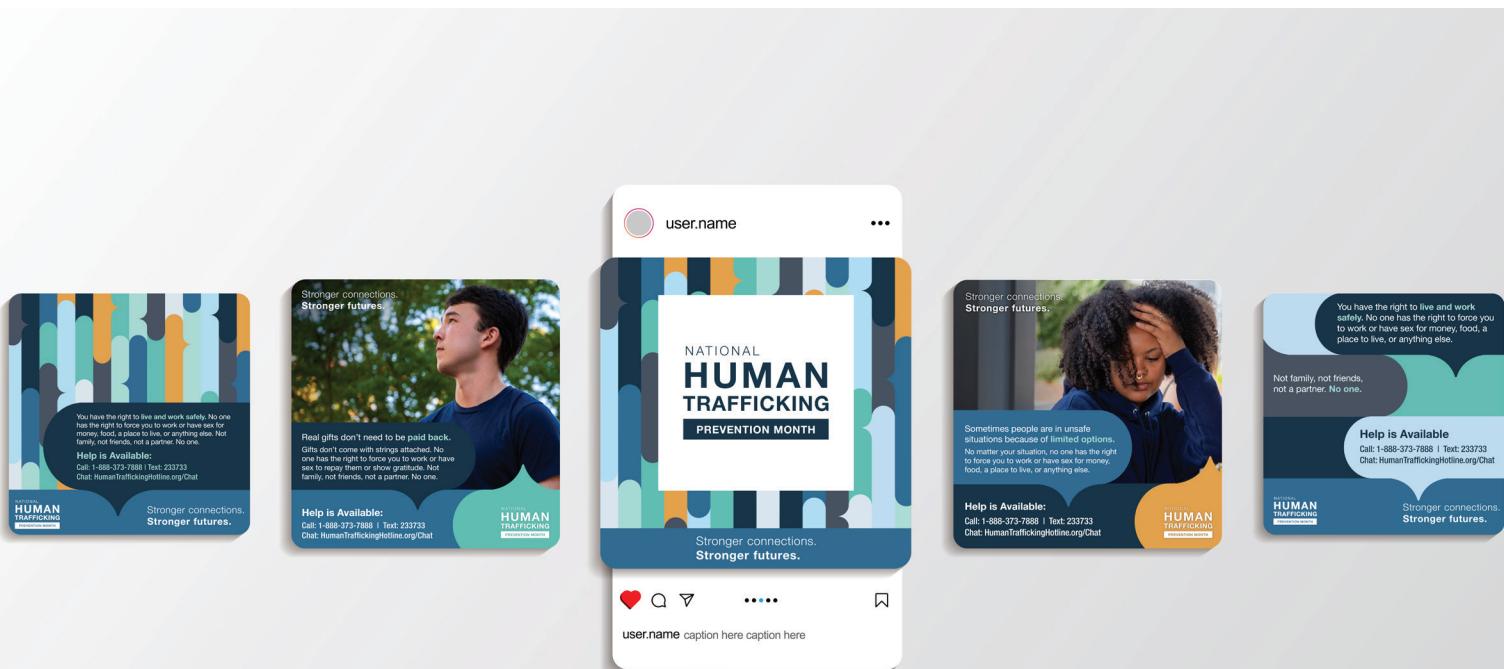
Raise awareness about human trafficking by using the #Partner2Prevent hashtag. Additional hashtags are provided. **Tip:** Limit hashtags to two (2) per post.

### Primary Hashtag

#Partner2Prevent

### Secondary Hashtags

#EndTrafficking  
#HumanTrafficking  
#ForcedLabor



# WEEKLY CONTENT

## Week 1: January 5–11 Introduction to Human Trafficking Prevention Month

To mark the beginning of Human Trafficking Prevention Month, the resources below teach people about human trafficking and help them discover ways to support prevention and response efforts.

### What You Can Do to Prevent and Respond to Human Trafficking

- [Learn](#) how human trafficking happens in the United States and who may be at risk.
- Complete free, on-demand, and accredited training through our [SOAR Online](#) training program.
- Share resources from the [Look Beneath the Surface](#) public awareness and outreach campaign in your community.
- Let your network know that the [National Human Trafficking Hotline](#) provides free, confidential support, 24/7.
- If you know someone who is in a trafficking situation or other abusive situation—a family member, student, patient, tenant, coworker, or someone else—encourage them to [seek help](#).
- Ask your [elected representatives](#) what they are doing to prevent and respond to human trafficking. Let them know what your community needs.
- Contact local [anti-trafficking organizations](#), and ask them how you can help.



## Resources



### SOAR Online

[SOAR Online](#), part of HHS' SOAR National Training Program, offers free, self-paced training courses that participants can complete anytime, anywhere.

Foundational courses introduce the SOAR (Stop-Observe-Ask-Respond) Framework, equipping participants to:

- Identify individuals who may be at risk of, are currently experiencing, or have experienced human [trafficking](#).
- Connect them with appropriate support and services.

Most SOAR Online courses qualify for continuing education (CE) and continuing medical education (CME) credits.

SOAR Online is developed by multidisciplinary experts, including individuals with lived experience of human trafficking. This survivor-centered approach ensures the training is expert-informed and grounded in real-world perspectives. The program is jointly provided by the Postgraduate Institute for Medicine and HHS except when noted otherwise.

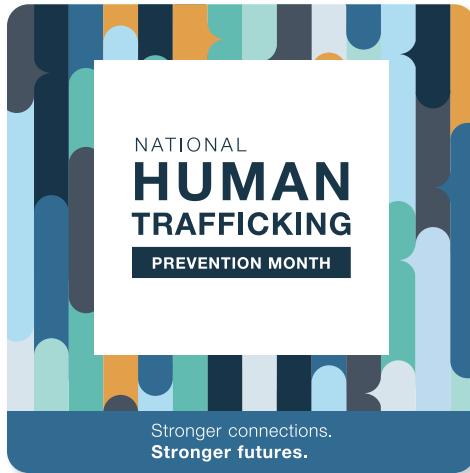
### Look Beneath the Surface Outreach Materials

The HHS [Look Beneath the Surface campaign](#) is a national public awareness and outreach campaign that provides people who are at-risk for or experiencing human trafficking with information about human trafficking, how to identify potential human trafficking schemes, and how to access support.

The campaign also empowers professionals to identify individuals who may be experiencing trafficking and connect them with services through the [National Human Trafficking Hotline](#).

[Public awareness and outreach resources](#) are available online, with select materials [available to order](#) in limited quantities.

## Social Media Content



January is Human Trafficking Prevention Month. Together, we can build stronger connections in our families, workplaces, and communities and build a future free from human trafficking. Explore resources, events, and ways to get involved: [acf.gov/otip/HTPM](http://acf.gov/otip/HTPM) #Partner2Prevent #EndTrafficking



Human trafficking impacts individuals, families, and communities across the U.S. Here are ten things you can do to help #EndTrafficking: [acf.gov/otip/education-training/humantrafficking/10things](http://acf.gov/otip/education-training/humantrafficking/10things) #Partner2Prevent



DYK? Trafficking situations are often identified by people who know the person being exploited. You can #Partner2Prevent by understanding what situations to look for among your family, students, tenants, patients, coworkers, etc.: [humantraffickinghotline.org/human-trafficking/recognizing-signs](http://humantraffickinghotline.org/human-trafficking/recognizing-signs) #EndTrafficking



Real gifts don't need to be paid back. Gifts don't come with strings attached. No one has the right to force you to work or have sex to repay them or show gratitude. Not family, not friends, not a partner. No one.

**Help is Available:**  
Call: 1-888-373-7888 | Text: 233733  
Chat: [HumanTraffickingHotline.org/Chat](http://HumanTraffickingHotline.org/Chat)

# Week 2: January 12–18

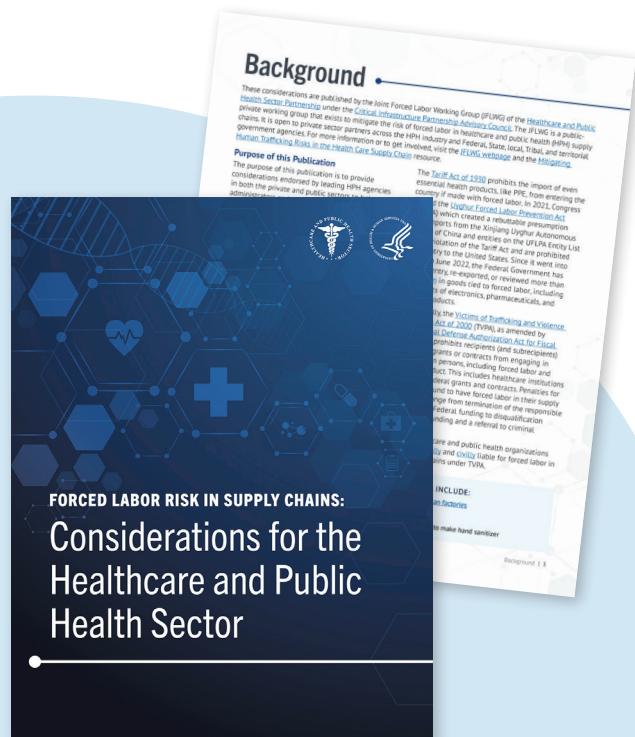
## Connection at Work

Everyday decisions at work matter. Screening or providing basic education to people who may be at risk, making sure workers understand their rights under federal labor laws, and asking suppliers about ethical business practices all help reduce the risk of human trafficking and other forms of abuse.

When professionals are trained, notice when something isn't right, respond safely, and connect people to support and resources, they help create stronger protections for everyone.

## What You Can Do to Strengthen Connection at Work

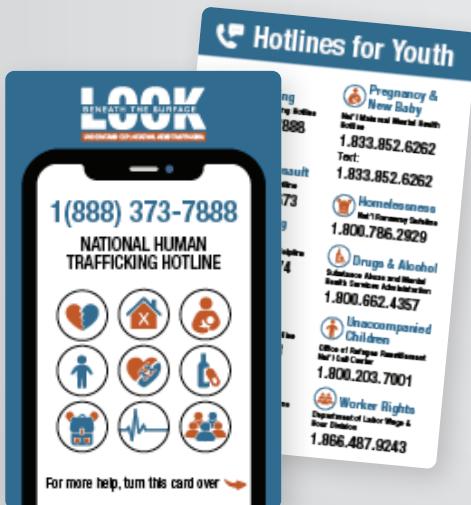
- Host an [all-staff training](#), or integrate human trafficking training into your learning management systems.
- Develop protocols for responding to concerns about or disclosures of human trafficking.
- Implement prevention education programs.
- Conduct screening and universal education with individuals who may be at risk of or experiencing human trafficking.



- Offer job, internship, or fellowship opportunities to survivors or individuals at risk of human trafficking, such as youth aging out of foster care.
- Review your organization's policies and practices for alignment with [U.S. labor standards](#) and [anti-forced labor laws](#).
- Regularly provide [information to workers about federal labor laws](#) and how to report if their rights are being violated.
- Learn which [goods are likely to be produced with child or forced labor](#), and find out where products in your supply chain are made or services are performed by checking information available on the company's website or using the [Responsible Sourcing Tool](#).
- Implement [sector-specific guidance](#) to mitigate the risk of forced labor in healthcare and public health supply chains.

## Resources

- [SOAR to Health and Wellness](#): A foundational two-hour course that equips healthcare, behavioral health, public health, and social service providers with the SOAR (Stop—Observe—Ask—Respond) framework to identify, respond to, and support individuals at risk for—or experiencing—human trafficking. Learners build practical skills to recognize trafficking indicators, assess needs, and deliver appropriate, trauma-informed, person-centered services.
- [Forced Labor Risk in Supply Chains: Considerations for the Public Healthcare and Public Health Sector](#): Provides considerations endorsed by leading healthcare and public health agencies in both the private and public sectors to help administrators and supply chain and human resources personnel across the industry—including those in government—take steps toward complying with Federal forced labor laws.



- [Look Beneath the Surface Public Awareness and Outreach Resources:](#)
  - **Hotline cards:** Wallet-sized plastic cards that list hotline numbers that may be relevant for adults and youth in a variety of situations.
  - **Magnets:** Magnets that display the National Human Trafficking Hotline number.
  - **Peel-and-reveal labels:** Discreet labels that say “Look Beneath the Surface” on the outside. When peeled back, the label reveals the National Human Trafficking Hotline contact information.

- **Posters:** Posters with a variety of messages and imagery related to trafficking. Each poster includes the National Human Trafficking Hotline number and a QR code linking to additional resources.
- **Wristbands:** Discreet wristbands with the National Human Trafficking Hotline number debossed on the underside.

## Social Media Content



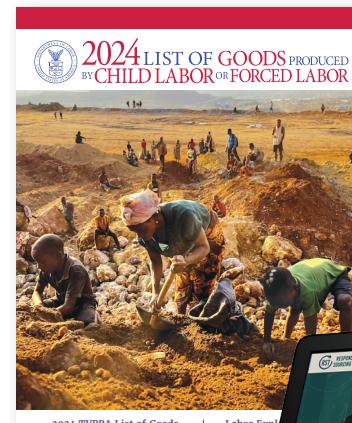
If you or someone you know is being forced to work or have sex for money, food, a place to live, or anything else, help is available. The National Human Trafficking Hotline provides free, confidential help 24/7: [humatraffickinghotline.org](http://humatraffickinghotline.org) #EndTrafficking



January is Human Trafficking Prevention Month. Learn how to identify and respond to people who are at risk of or have experienced human trafficking. SOAR Online trainings are available on demand: [acf.gov/otip/education-training/tta/individuals](http://acf.gov/otip/education-training/tta/individuals) #Partner2Prevent #EndTrafficking #EthicalSupplyChains #HealthcareLeadership



Think before you buy. Learn which products may be made with child or forced labor. Check the company's website or use [ResponsibleSourcingTool.org](http://ResponsibleSourcingTool.org) to trace where your clothes, food, and other purchases come from. Make informed choices to support ethical sourcing. [dol.gov/agencies/ilab/reports/child-labor/list-of-goods](http://dol.gov/agencies/ilab/reports/child-labor/list-of-goods) #EndTrafficking



# Week 3: January 19–25

## Connection in the Community

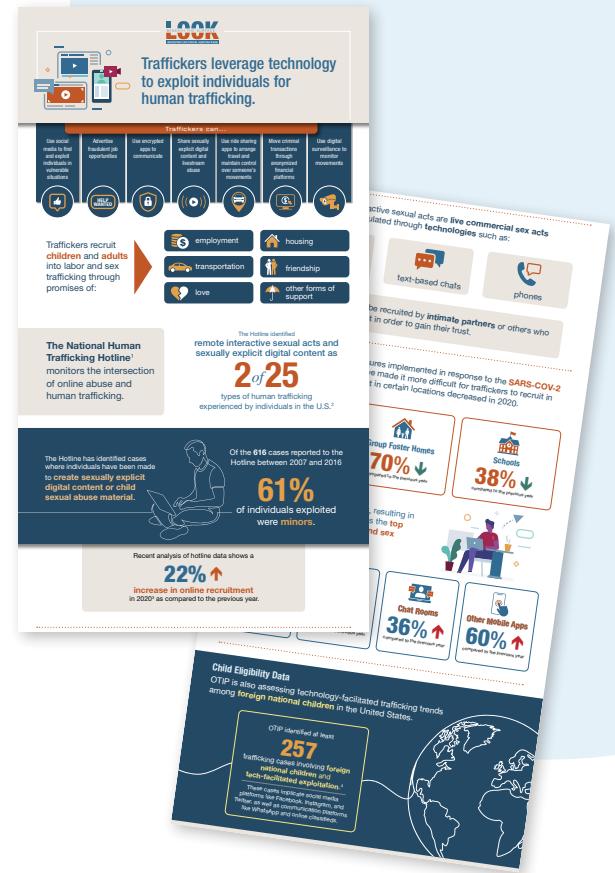
Human trafficking can happen in any community—rural, urban, or suburban. Some individuals are at increased risk, including people who have histories of abuse or neglect, are experiencing poverty or unemployment, or are living in unstable housing or homelessness. Strong, healthy relationships build protective factors against human trafficking and other forms of abuse.

The presence of at least one stable, loving, and supportive adult relationship is one of the strongest protective factors against abuse and exploitation for children and youth. Parents and caregivers who may be struggling can be helped through mentoring, childcare, or social support. When people are overwhelmed, navigating systems and services can be confusing and exhausting. Offer support by sharing information and encouragement, connecting people to resources, and volunteering with organizations that support children and families.

Building close relationships with neighbors can make it easier to notice when something may be wrong and connect people with support and resources before a trafficker is able to take advantage.

## What You Can Do to Strengthen Connection in the Community

- Learn how human trafficking happens in the United States. Be alert to [situations](#) that people around you may be experiencing.
- [Become a mentor](#) to a child in your community.
- Support parents and caregivers through mentoring, respite support, and community connection.
- Organize community outreach and support through your local nonprofit, faith community, or neighborhood group.
- [Find a local organization, shelter, or food bank where you can volunteer](#) or donate goods.
- Offer financial literacy programs through schools, community centers, or local organizations.



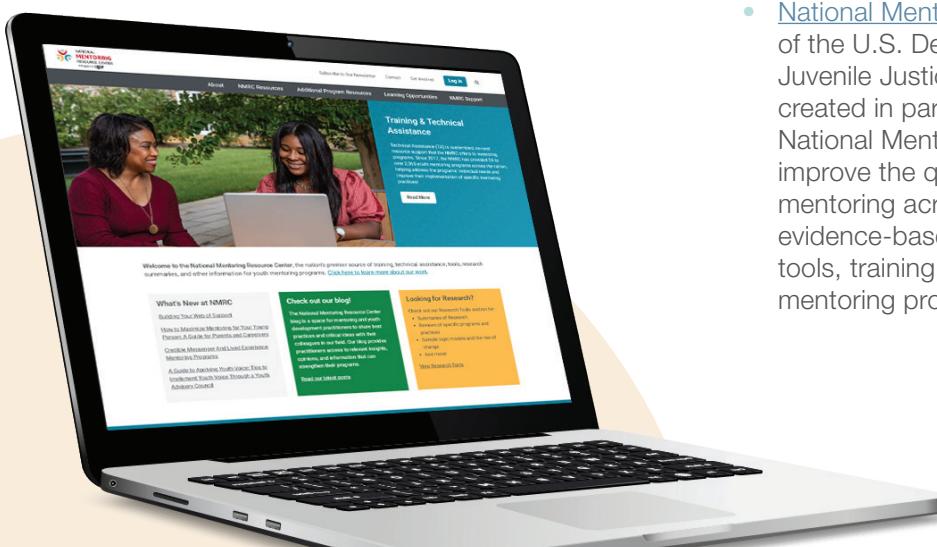
## Resources

- [Expanding Anti-Trafficking Services: Do You Know About the Benefits and Services in Your Community?](#): Overview of community resources and programs that offer assistance for people affected by trafficking, including help with food, energy bills, housing, childcare, job training, and recovery services. The resource also highlights support for disaster recovery and access to social services, such as substance use treatment and mental health care.
- [Infographic on Technology-Facilitated Human Trafficking](#): This infographic illustrates how traffickers use technology to exploit individuals for human trafficking and spotlights data from the National Human Trafficking Hotline demonstrating the role the internet and social media play in online abuse and human trafficking.

- [Look Beneath the Surface Public Awareness and Outreach Resources:](#)

- **Hotline cards:** Wallet-sized plastic cards that list hotline numbers that may be relevant for adults and youth in a variety of situations.
- **Peel-and-reveal labels:** Discreet labels that say “Look Beneath the Surface” on the outside. When peeled back, the label reveals the National Human Trafficking Hotline contact information.
- **Posters:** Posters with a variety of messages and imagery related to trafficking. Each poster includes the National Human Trafficking Hotline number and a QR code linking to additional resources.
- **Wristbands:** Discreet wristbands with the National Human Trafficking Hotline number debossed on the underside.

- [National Human Trafficking Hotline Online Referral Directory:](#) Information on anti-trafficking organizations and programs that offer emergency, transitional, or long-term services to survivors of human trafficking, as well as organizations that provide resources and opportunities to work or volunteer in the anti-trafficking field.



- [National Mentoring Resource Center:](#) A program of the U.S. Department of Justice’s Office of Juvenile Justice and Delinquency Prevention, created in partnership with MENTOR (the National Mentoring Partnership), that works to improve the quality and effectiveness of youth mentoring across the country by promoting evidence-based practices and sharing tools, training, and promising practices for mentoring programs.

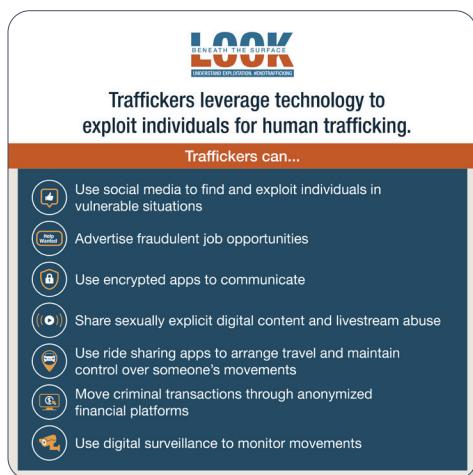
## Social Media Content



Sometimes people are in unsafe situations because they have limited options. No matter your situation, no one has the right to force you to work or have sex for money, food, a place to live, or anything else. Help is available: [humatraffickinghotline.org](http://humatraffickinghotline.org) #EndTrafficking



Mentors build steady, caring relationships that can help lower a young person's risk of human trafficking. One connection can make a real difference. Take the first step here: [mentoring.org/take-action/become-a-mentor](http://mentoring.org/take-action/become-a-mentor) #EndTrafficking



To prevent #HumanTrafficking, we need to understand the tactics traffickers use. Learn how traffickers abuse technology to exploit people: [acf.gov/otip/infographic/technology-facilitated-human-trafficking-infographic](http://acf.gov/otip/infographic/technology-facilitated-human-trafficking-infographic) #EndTrafficking



People who experience trafficking often face significant challenges in achieving financial stability. Access to services such as food assistance, housing support and job training is crucial to recovery. Learn more about the programs available in your community: [acf.hhs.gov/otip/fact-sheet/expanding-anti-trafficking-services-do-you-know-about-benefits-and-services-your](http://acf.hhs.gov/otip/fact-sheet/expanding-anti-trafficking-services-do-you-know-about-benefits-and-services-your)

## Week 4: January 26–31

### Connection in the Family

Strong family connections play an important role in preventing trafficking. When people feel safe and supported at home, they are less vulnerable to manipulation and exploitation.

Traffickers may target people who are searching for belonging or emotional support or who feel disconnected or misunderstood by their family.

Traffickers may also threaten to harm family members or expose secrets to maintain control. Open, ongoing conversations about human trafficking, healthy relationships, safe boundaries, and online activity can make it easier for children and youth to ask for help if they feel unsafe or if someone is trying to hurt them.

### What You Can Do to Strengthen Connection in the Family

- Bring meaningful conversations into your daily routines.
- Consider becoming a [foster parent](#).
- Model [healthy relationships](#) and how to navigate difficult conversations.
- Schedule time each month to connect as a family.
- [Talk to your children](#) about human trafficking, healthy relationships, safe boundaries, and finding the right balance between screen time and time with family and friends.



### Resources

- [A Home for Every Child](#): Describes ACF's *A Home for Every Child* initiative to decrease the number of children entering foster care through effective prevention, while also increasing the number of foster homes through diligent recruitment, prioritizing kin, and improving retention of existing caregivers. Includes links to foster care agencies across the United States.
- [Look Beneath the Surface](#) and [Know2Protect](#): National public awareness campaigns to prevent human trafficking, online child sexual exploitation, and other forms of abuse.
- [Love Is Respect](#): A national resource to disrupt and prevent unhealthy relationships and intimate partner violence by empowering young people through education, support, and resources.
- [Social Wellness Toolkit](#): Provides six strategies for improving your social health—make connections, take care of yourself while caring for others, get active together, shape your family's health habits, bond with your kids, and build healthy relationships.

Operated by the National Center for Missing and Exploited Children (NCMEC), the [CyberTipline](#) is the place to report child sexual exploitation, including:

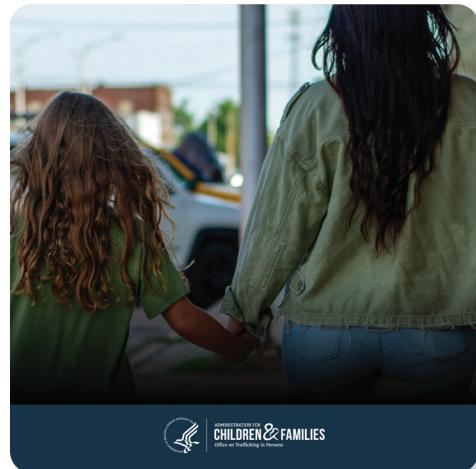
- Nude or sexual images/videos of a child
- Someone chatting online with a child about sex
- Sexual abuse of a child that occurs offline
- Someone seeking or offering a child for sexual acts in exchange for something of value (e.g., money, food, gas, shelter, clothing, drugs)
- Unwanted sexual emails or texts, either involving children or sent to a child

The [Take it Down](#) service, provided by the NCMEC, helps remove online nude, partially nude, or sexually explicit photos and videos taken of children under 18 years old.

## Social Media Content



Conversations about relationship abuse aren't easy, but you don't have to have all the answers. Listening and respecting the choices of the person you're concerned about can make a real difference. Learn more: [thehotline.org/support-others/talk-about-abuse](https://thehotline.org/support-others/talk-about-abuse) #Partner2Prevent



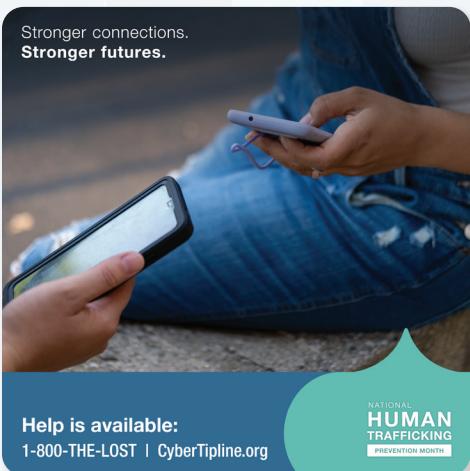
Feeling safe and supported at home helps kids thrive. Check out these tips for building #StrongerConnections with your kids: [nih.gov/sites/default/files/2024-12/social-bond-kids-checklist.pdf](https://nih.gov/sites/default/files/2024-12/social-bond-kids-checklist.pdf)



Most kids and teens spend hours a day online. A simple message can quickly escalate into something dangerous. Your involvement makes the difference. Talk early. Talk often. Stay involved. Learn more at [acf.gov/look](https://acf.gov/look). #EndTrafficking



Strong families can help reduce a child's risk of human trafficking. Becoming a foster parent is one way to provide safety, connection, and support for children who need it most. Help us find A Home for Every Child by learning more about becoming a foster parent in your community: [acf.gov/a-home-for-every-child](https://acf.gov/a-home-for-every-child). #EndTrafficking



Stronger connections.  
Stronger futures.

**Help is available:**  
1-800-THE-LOST | CyberTipLine.org

NATIONAL  
**HUMAN**  
TRAFFICKING  
PREVENTION MONTH



**Help is Available:**  
Call: 1-888-373-7888 | Text: 233733  
Chat: HumanTraffickingHotline.org/Chat

NATIONAL  
**HUMAN**  
TRAFFICKING  
PREVENTION MONTH

Every child deserves a safe childhood. If you come across something online that looks like a nude or sexual image of a child, an online conversation with a child about sex, or another form of child sexual exploitation, report it to the CyberTipLine at [report.cybertip.org](http://report.cybertip.org) #Partner2Prevent #EndTrafficking

Having nude images online can be scary, but help is available. Take it Down is a free service that can help remove or stop the online sharing of nude, partially nude, or sexually explicit images or videos taken of children under the age of 18. Learn how it works: [takeitdown.ncmec.org](http://takeitdown.ncmec.org) #EndTrafficking



Stronger connections.  
**Stronger futures.**

NATIONAL  
**HUMAN**  
**TRAFFICKING**  
PREVENTION MONTH



ADMINISTRATION FOR  
**CHILDREN & FAMILIES**  
Office on Trafficking in Persons