

San Diego Community Assessment

Rotary District #5340 Trafficking Prevention & COVID-19 era

What are the main objectives of the project, and who will benefit from it?

- To facilitate large, sustained, coordinated, and impactful initiatives against the human sex and labor trafficking scourge that exists within District 5340's borders. In so doing, Rotary will support the San Diego District Attorney's (DA's) endeavors in combatting human trafficking by protecting children from this modern-day slavery.

"From the San Diego DA's office - "We have a responsibility to provide students and teachers with accurate information about human trafficking. We are committed to bringing human trafficking education into every public school".

- To allow Rotarians in District 5340 to be the "boots on the ground" in partnership with the San Diego Trafficking Prevention Collective (SDTPC) in efforts to facilitate school outreach and public awareness campaigns.
- To promote a COVID-19-era advised broad and holistic education, identification, and prevention program that disseminates education and awareness at the county and educator level of leadership, as well as downloadable curriculum for educators to deliver to their students. This will help create trafficking free communities.
- To collaborate with international Rotary clubs that will help with our project, setting the foundation for a reciprocal grant where we can help with trafficking in their areas.
- To provide a project model focused on human trafficking that can be easily replicated in Rotary Districts throughout the US and internationally. Educators, 5th, 7th, 9th, and 11th-grade students, their parents, first responders, medical professionals, and the community at large will all be beneficiaries of this program.

Area of Focus

Which area of focus will this project support?

Peace and conflict prevention/resolution

Measuring Success - Peace and Conflict Prevention/Resolution

Which goals of this area of focus will your project support?

Training leaders, including potential youth leaders, to prevent and mediate conflict. This supports peacebuilding in communities and regions affected by conflict

How were members of the benefiting community involved in finding solutions?

The local community was involved in planning our project by educating the Rotary District 5340 project team on the areas of need to help combat human trafficking.

The community organizations engaged in this effort updated the *Rotary District 5340 Leadership Team* on the current projects underway to help in this effort, and the gaps that exist that need to be filled.

The COVID crisis has certainly exacerbated risks and dangers related to human trafficking:

- At-risk young people are spending more time online, and traffickers often use social media and gaming spaces for grooming and recruitment.
- Teachers are often the supportive adults who first notice signs of abuse – so without that in-person connection, there are fewer opportunities for a kiddo to be removed from abusive situations
- Survivors of human trafficking face additional risk factors, as well: facing isolation and financial insecurity, they face increased risk of falling back into “the life.” Most survivors relapse several times before completely leaving the life, and their traffickers will know that they are vulnerable and unsupported right now.

The leadership from District 5340 have had multiple conversations and meetings, particularly with local organizations fighting human trafficking, to determine what is required to better combat human trafficking and aid with services for its victims:

- San Diego Department of Justice
- San Diego Unified School District
- Point Loma Nazarene University – Center for Peace & Reconciliation
- UBS Financial Services
- San Diego Trafficking Prevention Collective (SDTPC)
- SD Human Trafficking & Commercial Sexual Exploitation of Children Advisory Council
- On-Ramps Collaborative
- Free to Thrive
- Generate Hope

The consensus of the community identified the following needs and support, to help eradicate Human Trafficking in San Diego and neighboring borders:

1. Awareness
2. Advocacy
3. Education
4. Survivor Support

How will you measure your project's impact?

Measures – will include:

- Numbers of groups and organizations participating in peace-building efforts
- Numbers of individuals trained
- Number of communities reporting reductions in level of conflict
- Social and other Media attention

Collection Methods – on various cycles of frequency, will include:

- Direct observation
- Public Records
- Surveys/Texts/Questionnaires

Project Financials – estimates parametric from D#5180 GG:

Project Breakdown/Impact/Costs:

SDTPC – PROTECT/KNOW MORE/ = \$180,000 (40 0,000+ students /teachers)

SDTPC will be funding much of this effort in SD County. COVID-19 has also driven much of our training to be virtual, reducing costs. These estimates are to be revised when meeting with UBS/SDTPC.

Media Blitz Campaign = \$40,000 (3 months; 3M citizens)

Total Global Grant Request \$120,000.

For Your Consideration:

Anti-Human Trafficking Committee

Under Leadership of District Governor Steve Weitzen

June 1, 2020