

# HUMAN TRAFFICKING AWARENESS CHECKLIST: ARE YOU ON TRAAC?

*Questions to ask when  
creating awareness messages*

*The goal of awareness is to make the public aware of the existence, nature, and scope of the problem, and to correct sensationalized misinformation. [HT Prevention Infographic.pdf](#)*

For more information about human trafficking training and technical assistance, contact NCCASA's Anti-Human Trafficking Specialist: [courtney@nccasa.org](mailto:courtney@nccasa.org).

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## IS YOUR MESSAGE:

**TRAUMA-INFORMED?**  
*Was it created with the impact of trauma in mind? Is it non-exploitative?*

**RELEVANT?**  
*Why does your audience need to hear it? Why should it be important to them?*

**Accurate?**  
*Does it non-sensationally resonate with a survivor's experience?*

**ACCESSIBLE?**  
*Does it reach the intended audience with an effective communication platform?*

**CONNECTABLE?**  
*Is it authentic, inviting with appropriate tone and language to reach your intended audience?*

