THE FOLLOWING IS A LOOK AT AURA FREEDOM’S HUMAN TRAFFICKING PEER PREVENTION PROJECT FROM MARCH 2019-MARCH 2020. ALL BACKGROUND PHOTOS ARE FROM PROJECT IMPLEMENTATION.
Created in the name of gender equality, Aura Freedom is a grassroots women's organization that works to eradicate gender-based violence and human trafficking through advocacy and education. We work with a diverse group of allies to achieve our goals.

Through education, advocacy, research, training, and partnership-building, Aura Freedom has implemented sustainable projects preventing and addressing gender-based violence and human trafficking in both Canada and South Asia. Our work has advanced gender equality, empowered marginalized women and given survivors anti-oppressive access to crucial services.

Aura Freedom is a champion for grassroots action. We are a non-governmental organization with no religious ties seeking to create long-lasting, systemic change. We are of the firm belief that when women and girls are educated and empowered, they become powerful catalysts for positive change whose success benefits everyone around them.

Aura Freedom is an intersectional feminist organization. Our ‘gender lenses’ are always on. Our awareness work highlights how gender inequality and other root causes perpetuate GBV and how equality can bring about positive change for everyone.
Addressing the root causes of gender-based violence and human trafficking is a fundamental part of Aura Freedom’s work. As an organization, we go deep.

Why?

Because if we do not address the root causes, then we will simply be doing damage control for the rest of our lives. When working to address and prevent gender-based violence, we must address gender inequality, systemic racism, colonialism, ableism, homo/transphobia, ableism, capitalism and more. We have to be in this for the ‘long haul’ and anyone doing this work knows that.

Women and girls living at the intersections of gender, race, ability and socio-economic status experience the highest rates of violence. When addressing gender-based violence and advancing the feminist movement, our work recognizes and centres the most marginalized women including Indigenous women, racialized women, immigrant and refugee women, women living with disabilities, gender diverse people, the Girl Child and others.

Moreover, Aura Freedom’s work addresses deeply entrenched and rigid gender norms that impede equity and dictate the way people “must” behave. We don’t shy away from rape culture, toxic masculinity, and sexism in our communities and in the media.

There is no quick fix to gender-based violence, but we are ready for the challenge.
Gender-based violence is a very old story of who is valued more, and who is valued less. It thrives in conditions of inequity.

The antidote…is education.

Education is key. And although we might not be able to see it working in real time, it is RIGHT. The ripple effects of education will be seen for generations to come, and THAT’s how we create systemic, long-lasting change.

We believe inclusive and intersectional education that addresses the root causes of gender-based violence and human trafficking is the most effective form of prevention and we do our best to provide education that is barrier-free, trauma-informed and survivor-centred.

The result? Women, girls and gender diverse people from all backgrounds who are able to exercise their rights and live healthy lives free from violence.

Our primary indicator of the status of women and girls in Canada are the accounts of grassroots women’s organizations. It is only through listening to the ones with their ‘noses to the ground’ that we can see the full picture. We strive every day to amplify the voice of The Grassroots.
THE PROBLEM: HUMAN TRAFFICKING IN CANADA

In societies across the globe, women and girls face inequality, discrimination, violence and control. Human trafficking in the sex trade is one of the most extreme forms of gender-based violence and disproportionately affects women and girls. Canada is no different.

Marginalized and racialized women and girls experience added layers of discrimination and barriers to support, as well as youth in care and youth with mental health issues. Colonialism and systemic racism have created intergenerationally marginalized communities that are targeted by exploiters. Indigenous, Black, and other racialized women and girls often lack social supports, leaving room for exploitation under the guise of love, community and a better life.

Aura Freedom’s counter-trafficking work stresses the importance of empowering youth to make safe and healthy decisions in their lives and reach out for support when they need it. We do not engage in ‘rescue industry’ activities. Our work aims to prevent human trafficking by advancing equity.
HUMAN TRAFFICKING IS A HUMAN RIGHTS ABUSE

Human trafficking is highly underreported due to its hidden nature. Many of the survivors Aura Freedom has worked with have and never will report their trafficker to police for fear of retribution and many of our partners have indicated similar patterns. Therefore, any statistics that have ever been reported with regards to this crime will never bring a complete picture, but only highlight police activity.

Tip of the iceberg.

It is important to dispel the myths about human trafficking – what it looks like, who is trafficked, and how it is done. Many Canadians still think that human trafficking involves crossing international borders, kidnapping and organized crime, but it’s not always the case. The ‘face’ of Canadian human trafficking can look very different. Right now, Aura Freedom and other Toronto grassroots groups are seeing 16 and 17 year old boys trafficking their classmates for money, notoriety and as a way to validate their masculinity. We are also seeing young women getting involved in the recruitment of those trafficked into the sex trade, even if oftentimes they are being exploited themselves.

Don’t think Hollywood.

During the luring and grooming stage, a trafficking situation can start out looking a lot like a romantic relationship or a friendship before the exploitation begins.

To understand human trafficking in a more simplistic manner, we need to first understand it as exploitation and a form of gender-based violence. Our own work at Aura Freedom and that of our partners has highlighted that this extreme form of exploitation and violence manifests as intense interpersonal trauma for the women and girls that survive trafficking. By viewing human trafficking through a lens of exploitation and trauma, the constant calls of holistic wrap-around services for trafficked persons may actually be heard and (finally) implemented.

It’s about more than convicting traffickers. Human trafficking is indeed a crime, but more importantly, it is a human rights abuse.
THE GENDER FACTOR

As an extreme form of violence against women and girls, a strong, intersectional gender lens must be used when addressing sexual exploitation. Ultimately, the existence of sexual exploitation is due to the long-standing societal norm of gender inequality, which has given rise to the hyper-sexualization, dehumanization, and commodification of girls and women.

Traffickers prey on the growing insecurities of adolescent girls, which are fed by the deeply sexist nature of the media and entertainment industry, resulting in extreme physical and psychological trauma. The unrealistic expectations of women and girls in both the media and real life cannot be denied. This is in addition to the increasing need for popularity on social media. Moreover, young men are living in their own gender boxes and many feel pressure to prove their manhood in violent ways, leading to toxic masculinity and rape culture. When mixed with poverty and the inability to recognize unhealthy relationships and what true consent means, girls are left vulnerable and boys are unable to express their need for help or support.

Youth who identify as transgender or gender non-binary face even more discrimination and often lack social supports, leaving them vulnerable to violence, homelessness, addiction, and human trafficking.

Social media is increasingly used to target, recruit and groom young women and girls and ultimately exploit them. Indeed, many of the youth Aura Freedom has supported who were exploited in the sex trade were targeted and groomed online. Traffickers exploit vulnerabilities created by sexism, racism, poverty, gender inequality and toxic norms, lack of education, social supports, employment opportunities – and loneliness. Social media is a tool for traffickers looking to exploit these vulnerabilities in young women and girls through grooming practices, such as befriending them and giving them attention, stability, and gifts that young women and girls are usually unable to access in their day-to-day lives. They get a glimpse of a “dream life” before the rug is ripped out and the exploitation begins.
THE TRAFFICKING OF INDIGENOUS WOMEN AND GIRLS IN CANADA

Although anyone can be trafficked, marginalized groups are the most targeted. Indigenous youth are the most at risk. Indigenous women make up only 4% of Canada’s population, yet nearly 50% of human trafficking survivors (Roudometkina and Wakeford, MWAC, 2018).

The ongoing colonial sexualization and dehumanization of Indigenous women’s bodies where Western ideology positions Indigenous women as inherently “violable and less valuable” than non-Indigenous women (Roudometkina and Wakeford, NWAC, 2018: 3) is but one small factor that has led to the higher risk Indigenous women and girls experience regarding human trafficking and sexual exploitation. Testimony from the National Inquiry into MMIWG (2019) has highlighted the fact that human trafficking is strongly linked to the disproportionately high rates of violence against Indigenous women and girls. The extent of human trafficking and victimization of Indigenous women is grossly under-reported (Public Safety Canada, 2019).

The National Inquiry into MMIWG heard several stories about women and girls in the sex industry who experienced sexual exploitation, violence, and human trafficking – many spoke about daughters, mothers, and sisters who were murdered as a result of trafficking (MMIWG, 2019). When genocide, intergenerational trauma, racism, sexism, poverty, insecure housing, and overrepresentation in the criminal justice and child welfare systems are combined with a lack of comprehensive culturally sensitive social supports and barriers to accessing education, employment, health care, and cultural healing avenues, one cannot be surprised that the trafficking of Indigenous women and girls is happening at such a crisis-level rate in Canada.
HOW THE PROJECT STARTED & HOW WE IMPROVED IT

Since 2014, Aura Freedom has provided human trafficking awareness and prevention workshops to youth and service providers across Toronto and other parts of Ontario. Our work has created change, empowered youth and given HT survivors access to life-saving services.

Yet, we often asked ourselves: "How can we make the program even more powerful? How could we empower marginalized youth even more?"

We knew the answer was to make the project youth-led and Aura Freedom officially launched the Human Trafficking Peer Prevention Project in October 2018 with support from the City of Toronto. We believed the best way to respond to the issue was to train and empower youth and survivors/peers to become facilitators of human trafficking prevention presentations in their own communities. In 2019, we were able to improve and scale up this project, offer the youth team more training and facilitate more awareness presentations and frontline trainings.

WHY YOUTH-FACILITATED?
Marginalized youth who are ready to contribute to society must be empowered to do so. It is crucial to provide them with the opportunity to make a difference. Not only does it benefit them and their families, but programs for youth are much more powerful when delivered by youth themselves. Viewing youth as agents of change can shift the course of an entire nation.
PROJECT OVERVIEW AND ACTIVITIES

The HUMAN TRAFFICKING PEER PREVENTION PROJECT project brings awareness to and prevents human trafficking and sexual exploitation in the City of Toronto by advancing equity through presentations for youth, by youth which take place in schools, homeless shelters, group homes, libraries, and other community youth spaces across the Greater Toronto Area and other parts of Ontario. It also provides support and access to services for survivors of sexual exploitation in Toronto and beyond.

The presentation covers an overview of human trafficking in Canada, risk factors, vulnerable demographics/root causes, the recruitment /grooming process, current trends, internet safety, consent, healthy relationships, and more. Activities are interactive and youth are engaged by other youth making the project even more powerful. The presentation is trauma-informed, survivor-centred and sensitive to the delicate nature of the topics being discussed. Students are encouraged to get involved and given resources to explore.

For this project, Aura Freedom recruited, trained and mentored youth who identify as female and have various lived experience (including human trafficking) that enhances their ability to communicate to youth and identify those in need of support.
Before facilitating a single presentation, over the course of five (5) months, the youth team completed a rich training curriculum. **This curriculum was developed in collaboration with HT survivors and key stakeholders in Toronto** through a large consultation hosted by Aura Freedom. We invited survivors of GBV/sexual exploitation (both Indigenous and non-Indigenous), staff members of Toronto high schools, feminist groups, crisis centres, LGBTQ2S organizations, Toronto Police, City of Toronto staff, and frontline health/social workers.

**The questions we posed:**

- What training would a young person require in order to feel confident as an advocate and facilitate non-oppressive HT prevention presentations to Toronto youth in schools, group homes and shelters?
- What knowledge should they have?
- What will best prepare these young women (some who identify as survivors) to address HT in their communities and respond to survivors who come forward, all while empowering themselves with new job skills?

The result was a comprehensive training curriculum that many professionals today have not completed. A total of 17 training sessions/workshops were provided to the youth. Moreover, all staff was paid for their training time, another key component of the sustainability of the project.

We believe that the training was the most important part of this project. Not only did the training help prepare staff for Phase 2 of the project and even future employment, but it will equip each youth with the tools they need to lift up their communities and interrupt the cycle of poverty and violence. Education is key…and the ripple effects are undeniable.
17 TRAINING SESSIONS.
TOPICS INCLUDED:

1. Human Trafficking:
- Overview of human trafficking (sex, labour)
- Vulnerable populations, means of control, the grooming process (red flags)
- Survivor case studies, how to humanize survivors
- Forced Marriage
- Immigration/International human trafficking
- Laws, Policies and Support for Survivors

2. Presentation Skills:
- Confidence Building
- Storytelling (body language/communication skills)
- Public speaking
- Professionalism (social media use/email writing)
- Boundaries with participants, managing "challenging" audience members

3. Trauma Informed Training:
- Active listening
- Safety, Personal boundaries, Managing personal triggers, mental health awareness, self-care
- Building trust and building community (especially in other people's spaces)

4. Gender:
- History of women's rights/gender inequality/gender norms
- Gender Expectations: Media, Hyper-Sexualization/Objectification of Women and Girls, Toxic Masculinity, Bystander Approach

5. Violence Against Women and Girls
- VAWG and Sexual Violence - what is it?
- Healthy Relationships, Consent, Rape Culture
- HIV/AIDS Awareness

6. Anti-Oppression (including intersectional identities and social location):
- Indigenous/Colonization Awareness
- Anti-Black Racism Awareness:
- LGBTQ2S Awareness

7. Internet Safety and Social Media Awareness
Of all youth team members felt the training curriculum they completed was relevant and up-to-date.

Of all youth team members thought the training curriculum chosen added to their professional development for future job opportunities.

“The training was the best part of the project!”

In regards to the training, mentoring and coaching provided by Aura Freedom, all staff indicated that it successfully prepared them to deliver anti-trafficking presentations to youth and service providers. This is important.

“I like how each training gave us knowledge that could be linked to trafficking even though that particular training was not actually about human trafficking.”
RESOURCES CREATED

-A double-sided postcard was created as a take-away for participants of the awareness presentations. The postcard featured various content from the HTPPPP presentation, from human trafficking and harmful gender norms, to healthy relationships and where to get help, including the National Human Trafficking Helpline which launched in 2019. This postcard was completely created and designed by the youth team with the direction and support of Aura Freedom's core members and a graphic designer.

-A human trafficking referral list for services available in Toronto was also carefully created by the youth team, with the assistance and guidance from Find Help/211, using only the most recent organization information. The list is emailed to all frontline staff after each awareness presentation.
DATA COLLECTION FOR REAL CHANGE

Through the Human Trafficking Peer Prevention Project, Aura Freedom collected and tracked data through an evaluative survey distributed at the end of each awareness presentation. This survey identifies new information gained and attitudes on gender inequality and other systemic inequities, as well as consent and rape culture. Most importantly, since the survey is anonymous, it offers an opportunity for youth to tell us their experiences with trafficking and/or violence. Teachers, shelter staff and other service providers are also encouraged to complete the surveys.

Project period: March 2019 - March 2020

AGES SURVEYED:
- <14 - 41%
- 15-19 years of age - 37%
- 20-24 years of age - 9%
- 25-29 years of age - 3%
- 30 and above - 6%
- No answer - 4%

GENDER IDENTITY:
- Female - 55%
- Male - 40%
- Other - 4%
- No answer - 2%

PROJECT IMPLEMENTATION

48

Number of presentations / workshops delivered through the project
This includes schools, youth shelters, group homes, libraries, community spaces, special events.

2,013+

Total participants (youth, teachers, frontline workers)
Participants who completed a survey: 1025 - Many students/staff left before survey was given out or opted out of completing surveys. Staff and frontline workers did not always complete a survey as they were busy with their classes/groups. Some events did not have surveys (speaking at governments events, guest speaking at third party events, etc.)
51%

In one Toronto youth shelter visited, 51% of participants said they knew someone who is being trafficked or is trafficking others. In another shelter, 45% of participants said the same. These are staggering statistics.

50%

of Aura Freedom’s presentations have resulted in face-to-face disclosure of human trafficking and/or sexual violence by youth participants, who were given on-site counselling and support and referred to crucial services.

PREVALENCE OF HUMAN TRAFFICKING/SEXUAL EXPLOITATION IN THE CITY

Official disclosures of sexual exploitation/human trafficking to our staff is common after Aura Freedom’s presentations. Due to the powerful nature of the awareness and the unique safe space we create with youth, we often have official disclosures of sexual exploitation and violence from young participants and are able to provide them with immediate counselling and timely access to the appropriate services.

Percentage of participants who have experienced trafficking, knew someone being trafficked, or knew someone trafficking others according to the anonymous survey.

28%

Survivors of sexual violence/human trafficking who came forward as a result of the youth-led HTPPP presentations

24
After the presentation, 60% of participants believed Canadian society promotes rape culture.

After the presentation, 67% of participants believed GENDER EQUALITY will help end violence against women and girls.

After the presentation, 60% of participants surveyed believed that the hyper-sexualization of girls, hyper-masculinity and rape culture were root causes of human trafficking.

“I got bullied for being gay and almost ended my life and had to switch [schools] this year.” - High school student
In your opinion, what is the key to ending human trafficking?

- Education: 27%
- Improving the justice system: 20%
- Achieving gender equality: 23%
- Better coordination among service providers: 24%
- Other: 3%
- No answer: 2%

After attending the presentation, participants agreed that education and gender equality (both of them focuses of Aura Freedom’s work) are keys to ending trafficking. This demonstrates that our preventative program is indeed essential to all youth in Toronto, and is more important than improving the criminal justice system.
IN YOUR OPINION, WHY ARE INDIGENOUS YOUTH PARTICULARLY TARGETED BY TRAFFICKERS?

- Systemic racism: 20%
- Impact of colonization: 16%
- Impact of residential schools: 17%
- Less police involvement in Indigenous cases: 15%
- Harmful stereotypes: 17%
- Amount of Indigenous children in care: 11%
- Other: 2%
- No Answer: 3%

After attending the presentation, participants gave their opinions on the marginalization of Indigenous communities and the targeting of Indigenous women and girls.
A large proportion of participants surveyed were unsure or did not believe the Police exists to help them. This is a huge problem. In our experience, we have found that most cases of human trafficking are never reported to police due to a mistrust of authorities, resulting in victims falling through the cracks and not being able to get support.
After attending the presentation, participants gave their opinions on who they would contact if they were being trafficked. Various contact numbers were distributed to participants indicating Crime Stoppers, crisis centres and the human trafficking helpline.
SAFETY

Do you feel safe in your neighbourhood?

- Yes: 72%
- No/ Not sure: 25%
- No Answer: 3%

Do you feel safe online?

- Yes: 39%
- No/ Not sure: 58%
- No Answer: 2%

64% of participants surveyed said they have accepted a follow request on social media or online message from someone they didn’t know, identifying a gap in internet safety awareness.
After attending Aura Freedom’s presentation, 88% of participants agreed that awareness makes a difference and can help end human trafficking.

“Thank you for inspiring and empowering us!”
High school student

PREVENTION PROGRAMS WORK.

Additional Testimonials:

“More voices need to be heard and human trafficking should be part of the curriculum in education, starting from grade school.”
High school student from North Toronto Collegiate

“I really appreciate the work you guys do. Thanks for being an inspiration.”
Participant, Horizons For Youth shelter

“Thank you for sharing your story, stay strong and never stop educating youth because you guys are definitely making a difference.”
Participant, community event

“I am so happy you came to our school and educated students on such important issues.”
Teacher, Subway Academy (TDSB)
What did you learn from today's presentation?

Sugar daddy culture.

This needs to stop.

"Today I learned that a friend’s situation is an example of human trafficking."

High school student

I learned about consent.

It is important to be aware these acts are happening under our noses.

I learned how to help survivors.

That good organizations like Aura Freedom exist.

Equality matters!

Empowering women equals fewer trafficking issues.

Sex trafficking can happen to anyone and it is very difficult to escape.

How common trafficking is in the GTA.
YOUTH TEAM IMPACT

PROJECT IMPACT ON OUR PROJECT’S YOUTH FACILITATORS

Through pre and post project surveys as well as focus group discussions and one-on-one interviews, we were able to determine the following results regarding the youth team:
Youth facilitator confidence in "facilitating a presentation in order to further youth awareness on the topic of human trafficking, gender-based violence and gender equality" increased from 84% to 100% after the project.

There was an increase of 18.6% in facilitator confidence in "responding to/supporting a survivor of human trafficking or gender-based violence".

There was an increase of 24% in youth facilitator confidence in discussing gender-related topics in their community (gender equality, gender roles, hyper sexualization, toxic masculinity, etc.).

Youth facilitator confidence in "facilitating a presentation in order to further youth awareness on the topic of human trafficking, gender-based violence and gender equality" increased from 84% to 100% after the project.

After the project, youth facilitators rated their overall self-confidence to be 88%, an increase of 14.6%!
80% of youth facilitators said they had three friends they trust following training, an increase of 13.3% from 66.7%.

100% Post project, all youth team members said they had a positive role model, compared to 66.7% pre project.

100% 100% of youth facilitators said they felt valued as a team member.
Please rate your confidence in discussing the topic of human trafficking (for the purpose of sexual exploitation) with a group of 10 or less.

Rate how comfortable you would feel leading a presentation for 30+ people.

Youth facilitator knowledge of human trafficking increased 12% from 83.4% to 96% following the project.
All youth team members strongly agreed or agreed that the work gave them a sense of accomplishment in their communities.

IN THE COMMUNITY

Doing this work gives me a sense of accomplishment and fulfillment by positively contributing to my community.

All youth team members strongly agreed or agreed that the work gave them a sense of accomplishment in their communities.
Are you aware of your rights as a woman?

Please rate how confident you are in exercising your rights as a woman.

AWARENESS OF RIGHTS

Pre project, 83% said they knew who to contact if they experienced physical/sexual violence. Post project, 100% said they knew who to contact.
Within the project period, Aura Freedom hosted a larger scale public awareness event called *Walk a Mile in My Shoes*. In May 2019, we invited Torontonians to explore the root causes of gender-based violence, discover how marginalized groups are more vulnerable to human trafficking, and find out how they can empower youth to end human trafficking and keep their communities safe.

*Walk a Mile in My Shoes* was a huge success! A very engaged crowd gathered for a night of art, spoken word and musical performances. We also had captivating presentations from Aura Freedom's Peer Prevention Project team and our community partners including Native Child and Family Services of Toronto.

[Check out the event photos here!](#)
Special Event: Ontario’s Human Trafficking Awareness Day

During the project period, members of the Peer Prevention Project participated in a community event on Ontario’s Provincial Human Trafficking Awareness Day organized by the Toronto Counter Human Trafficking Network.

Click here to check out the event photos on Facebook!
Special Event: National Human Trafficking Forum - Ottawa

During the project period, two members of the *Peer Prevention Project* participated in the National Human Trafficking Forum organized by the *Canadian Council of Refugees* and hosted a breakout session for their Canadian colleagues on how to end human trafficking by addressing the roots causes.
ADDITIONAL AND UNEXPECTED SUCCESSES

-Asha from the youth team attended the Women Deliver 2019 conference in Vancouver with our Executive Director, meeting high-level officials and global human rights crusaders, which she said was a life-changing experience.

-Two of our youth facilitators (also survivors of human trafficking), were able to participate in city consultations due to their involvement with Aura Freedom. Both were present at the consultations for the review of Toronto’s Body Rub Parlour and Holistic Centre By-Laws and one of them even went on to make a deputation at a committee meeting. Click here to see video:

-One survivor from our youth team attended an HT roundtable held by the Provincial government (July/19), providing insight into the importance of prevention.
WE RISE BY UPLIFTING OTHERS