Effectiveness Statement (Attachment)

**Campaign: Transportation Leaders Against Human Trafficking**

Category 3 (Educational), Subcategory 2-E (Comprehensive)

**Strategy**

* On our campaign materials, we included the logos of **Partnership** agencies, such as:
  + USDOT [Transportation Leaders Against Human Trafficking | US Department of Transportation](https://www.transportation.gov/TLAHT)
  + Department of Homeland Security [#WearBlueDay | Homeland Security (dhs.gov)](https://www.dhs.gov/blue-campaign/wearblueday#:~:text=National%20Human%20Trafficking%20Awareness%20Day%20is%20recognized%20each,largest%20initiative%20is%20%23WearBlueDay%20on%20January%2011%20th.)
  + Office of the District Attorney, Alameda County [Home — H.E.A.T.Watch (heatwatch.org)](http://www.heatwatch.org/)
  + Alameda County Sherrif’s Office

**Results/Impact**

* Media Coverage was amplified by local news outlets
* [AC Transit employees trained to spot, report human trafficking | Richmond Standard](https://richmondstandard.com/richmond/2022/01/06/ac-transit-employees-trained-to-spot-report-human-trafficking/)
* [AC Transit joins transportation leaders nationwide to stop human trafficking | Mass Transit (masstransitmag.com)](https://www.masstransitmag.com/safety-security/press-release/21251948/ac-transit-ac-transit-joins-transportation-leaders-nationwide-to-stop-human-trafficking)