Prostitution is a terrible life - especially when you're 12.
WHAT IF THIS

BUYERS “BOYFRIEND”
LOOKED LIKE THIS

HELPERS

COMMUNITY

FAMILY

"boyfriend" buyers
Building Regional Human Trafficking Coalitions
BUILDING REGIONAL HUMAN TRAFFICKING COALITIONS

I. BRIEF OVERVIEW OF HUMAN TRAFFICKING
   1. International
   2. Domestic Minors
   3. Critical talking points for Local Human Trafficking Awareness

II. COMMUNITY BASED AND SYSTEMS BASED AGENCIES
   1. Differences in Community Approach
   2. Differing Ethics
   3. Critical talking points for challenges and cooperation between the Different Agencies

III. EFFECTIVE COMMUNICATION
   1. Listening
   2. Questions
   3. Neutral Language
   4. Reframing
   5. Other “tools”

IV. ENGAGING PARTNERS
   1. Defining the Local Problem
   2. Resources need and agencies that provide them identified
   3. Building critical talking points for a Local Human Trafficking Coalition
   4. Engaging potential Agencies
   5. Defining the Focus of the Coalition
      how often will Coalition meet
      specific agency programs/strengths Coalition needs
      specific agency needs to be addressed
      Federal & State Laws that apply
   6. Memoranda of Understandings (MOUs)
      Definition and Importance of MOU
   7. Building critical talking points for a Local Human Trafficking MOU
V. SUSTAINING COALITIONS
1. Shared Vision
2. Leadership
3. Fluidity
4. Building Critical Talking Points for Accountability

VI. RESOURCES
BRIEF OVERVIEW OF HUMAN TRAFFICKING

INTERNATIONAL
AND
DOMESTIC MINORS OF SEX TRAFFICKING
Human trafficking is the trade in people, and does not necessarily involve the movement of the person to another location.

The State and Federal Penal Codes have three standards of: fraud, force and/or coercion, except in the case of a minor victim (those 18 years or younger), where the person is too young to give consent.

<table>
<thead>
<tr>
<th>ACT</th>
<th>MEANS</th>
<th>PURPOSE</th>
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<tbody>
<tr>
<td>Recruitment</td>
<td>Force</td>
<td>Exploitation</td>
</tr>
<tr>
<td>Harboring</td>
<td>Fraud</td>
<td>Involuntary Servitude</td>
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<tr>
<td>Transport</td>
<td>Coercion</td>
<td>Debt bondage</td>
</tr>
<tr>
<td>Provision</td>
<td></td>
<td>Slavery</td>
</tr>
<tr>
<td>Receipt</td>
<td></td>
<td></td>
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<tr>
<td>Obtaining or attempting to</td>
<td>OR ANY</td>
<td>COMMERCIAL SEX ACT INVOLVING A MINOR</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FORCE</th>
<th>FRAUD</th>
<th>COERCION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical abuse</td>
<td>Illegal Contracts</td>
<td>Spoken or implied threats</td>
</tr>
<tr>
<td>Kidnapping</td>
<td>False Promises</td>
<td>Control over loved ones</td>
</tr>
<tr>
<td>Fake Businesses</td>
<td></td>
<td>Manipulation</td>
</tr>
<tr>
<td>False Marriage</td>
<td></td>
<td>Climate of fear</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Confiscation of documents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Abuse of legal system</td>
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**SEASONING:** Initial stage of breaking down a victim’s resistance by using physical and sexual violence and/or confinement to establish psychological, physical and emotional control. Many victims have been trafficked into an industry that does not directly involve sex work have been seasoned to maintain control.

**GRATUITOUS VIOLENCE** - violence for the sake of being violent; without need and often unrealistic. **INSTRUMENTAL VIOLENCE** - aggression that intends to hurt someone as a means to a goal other than causing pain; acts designed to improve the position of the abuser. Coercive Control
# INTERNATIONAL TRAFFICKING VICTIMS

<table>
<thead>
<tr>
<th>PUSH FACTORS</th>
<th>PULL FACTORS (PERCEPTIONS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ECONOMIC</strong> – Poverty, Job availability</td>
<td><strong>ECONOMIC</strong> – “Promised Land”</td>
</tr>
<tr>
<td><strong>POLITICAL INSTABILITY</strong> – Civil war, internal conflict</td>
<td><strong>POLITICAL STABILITY</strong> – despite all, “life goes on”</td>
</tr>
<tr>
<td><strong>PERSONAL</strong> – abuse, age/gender, education level</td>
<td><strong>PERSONAL</strong> – obtain education, able to support family back home, won’t be judge</td>
</tr>
<tr>
<td><strong>CULTURAL</strong> – Ethnic minorities, rights of men</td>
<td><strong>CULTURAL</strong> – cheap goods require cheap labor</td>
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</tbody>
</table>

Usually recruited by someone known to and familiar with the customs of the village/town. Recruiters play upon the victim’s vulnerabilities, establish trust with the family and offer legitimate employment. In some cases they may “buy” the child.

<table>
<thead>
<tr>
<th>TRAFFICKING</th>
<th>SMUGGLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elements of Force/fraud/coercion</td>
<td>Person generally is cooperating</td>
</tr>
<tr>
<td>Forced labor and/or exploitation</td>
<td>No actual or implied coercion</td>
</tr>
<tr>
<td>Victims</td>
<td>Complicit in the smuggling crime</td>
</tr>
<tr>
<td>Enslaved, limited movement, isolation, documents confiscated</td>
<td>Free to leave once border crossed, change jobs, etc.</td>
</tr>
<tr>
<td>Need not involve the actual movement of the victim</td>
<td>Facilitates illegal entry from one country to another</td>
</tr>
<tr>
<td>Doesn’t have to cross a state or national border</td>
<td>Always crossed an international border</td>
</tr>
<tr>
<td>Person is “working”: commercial sex acts, labor, domestic work</td>
<td>Person must only be in country or attempting to illegal enter a country</td>
</tr>
<tr>
<td><strong>HUMAN RIGHTS VIOLATION</strong></td>
<td><strong>CRIME AGAINST A SOVEREIGN NATION</strong></td>
</tr>
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</table>
SEXUAL VIOLENCE STARTS EARLY
More than half of all rapes of women (54%) occur before age 18
22% of these rapes occur before age 12
For men, 75% of all rapes occur before age 18, and 48% occur before age 12
93% of victims under the age of 18 know their attacker

U.S. Bureau of Justice Statistics. 2000

VICTIM’S WORLDVIEW
Grew Up with Violent
Doesn’t Recognize the Abuse
Abuse is the Norm
Bring Shame to Family
Rigid World View
No one can be trusted
Association with sexually aggressive and delinquent peers

THE WORLD IS NOT SAFE
Family violence in all its permutations is a training ground for pimp control: physical/sexual abuse is commonly used to maintain power and control. The pimp tells the victim how much they love them, finds them attractive, will never lie to them, will take care of them; compliments the victim rarely hears at home. For some this solidifies the link between violence and love.
TALKING POINTS FOR BUILDING LOCAL HUMAN TRAFFICKING COALITIONS

1. What is your Agency’s focus? What is your Agency’s mission?
2. What area of your Agency’s focus/mission is focused on Trafficking victims?
3. Are there various Departments within your agency that can provide services to Trafficking victims? How will coordination between the Departments be handled?
4. Is coordination with outside of the Agency needed/required? Which Agency/Agencies?
5. How will outreach to other agencies be handled?
6. How will outreach to the public be handled?
7. How will referrals/intake/scheduling, etc. occur?
8. Who will be the Agency’s spokesperson? Who will be the Agency’s representative to the Trafficking Coalition?
CHAPTERS IN THE SAME NOVEL
COMMUNITY BASED

AND

SYSTEM BASED ORGANIZATIONS

Executives
Senior Managers
Middle Managers
Workers
**COMMUNITY BASED** | **SYSTEMS BASED**
--- | ---
Local non-profit or social service agency | Usually a bureaucracy
Serves a specific population in a specific area | Serves a specific population in a wide area (county, state, federal)
Usually a small professional staff/large volunteer base | Person’s title/rank tell you their position
Rely on donations, grants and fundraising | Rules and functional division of labor - each department tends to act as a team
Confidentiality and in some cases Privilege | NO Confidentiality OR Privilege

EACH serves clients *DIFFERENTLY* and EACH has different *ETHICAL* priorities.

**DIFFERING CONFIDENTIALITY**

| COMMUNITY | SYSTEMS |
---|---|
Varying levels of confidentiality. | Governmental employees DO NOT qualify for confidentiality or privilege.
Advocates can increase the likelihood of confidential by maintaining appropriate documentation that reflects services provided as well as some general demographic information, rather than detailed accounts of conversations. | If called to testify, the information is usually shared – with the attorneys, AND anything the advocate observes or learns about the victim or the case. Information is considered a product of employment and is discoverable.

Both types of advocates will provide supportive services, though they may be provided in slightly different ways.
TALKING POINTS FOR BUILDING LOCAL HUMAN TRAFFICKING COALITIONS

1. What type of Organization is your agency?
2. What type of Organizations are the agency’s that might be on the Coalition?
3. Concerns/challenges/barriers need to be addressed with each agency before forming a Coalition?
4. What concerns/challenges/barriers do you think other agencies might want to address before forming a Coalition?
SOME TOOLS FOR EFFECTIVE COMMUNICATION
LISTENING

A skill and an art
Demands energy, discipline, time and effort
Gives us information
Doesn't require us to talk back, agree or disagree
Non-accusatory

What people say comes from their OBSERVATIONS, which they INTERPRET and then draw CONCLUSIONS.

QUESTIONS

Questions to AVOID:

I. WHY Questions sound like accusations
   Why do you think that? Why didn’t you call someone?

II. LEADING Questions imply the answer
    Are you sure you remember it that way?
    Don’t you think you should take some responsibility for this?

Questions to ASK:

III. CLOSED Questions
    Helpful in clarifying issues
    Focuses the discussion narrows the possible responses
    When will this happened?
    Who will be responsible for this?

IV. OPEN-ENDED Questions
    Shows interest
Gives a lot of information
Tell me more.
Explain further.
How did that happen?

**DENOTATIVE MEANING** - dictionary definition of a word

**CONNOTATIVE MEANING** - emotional meaning a person attaches to a word

**NON-VERBAL MESSAGES** - gestures, body language, posture, facial expression, eye contact, clothing, hairstyle, architecture and symbols

**PARA-VERBAL MESSAGES** - voice quality, emotion, tone, rhythm, intonation and stress placed on words

**NEUTRAL LANGUAGE**

Aims at **MINIMIZING** the emotional impact

Replaces emotionally charged words with less charged words

Helps keep the conversation on the topic

so angry → I can see you’re upset

**REFRAME**

**MOVE FROM CERTAINTY TO CURIOSITY**

“How can they think that?” **BECOMES**

“What information do they have that I don’t?”

“How can they be so irrational?” **BECOMES**

“How are they seeing the world that this view makes sense?”
MORE TOOLS

“AND STANCE”

Embraces both stories - yours AND theirs

THE RULE OF THREE

Once you’ve heard the same ‘thing’ repeated three times, STOP and acknowledge because “it” is IMPORTANT to the victim. The victim will keep bringing “it” up until “it” has been acknowledged.

EXPECT misunderstanding to occur! Your best intentions can be undermined by old assumptions or different cultural interpretations.

Change gears or communication styles when a problem arises
TALKING POINTS FOR BUILDING LOCAL HUMAN TRAFFICKING COALITIONS

1. What vocabulary is used in your agency? Does it mean the same in a different agency?
2. What terms will be used in the Coalition? Who decides?
3. What kind of questions will be asked when a Coalition member does not understand the concept or wording?
ENGAGING PARTNERS
DEFINING THE LOCAL PROBLEM

What is the community seeing? If the answer is Human Trafficking in all its permutations is NOT happening here, let’s take a look at some of the reasons human trafficking may be overlooked.

* **ALTERNATIVE LEARNING CENTERS**
  Who makes up the population of an Alternate Learning Center?
  What offence did the child commit?

* **TRUANCY ARRESTS**
  How many youth are being arrested? How many Youths have multiple truancy arrests?
  Where do they go/how do they spend their time when not in school?

* **SHOPLIFTING ARRESTS**
  What was lifted? Is there a difference between lifting personal hygiene items and the newest expensive CD?

* **MEDICAL**
  Multiple STD/STIs in a youth
  Multiple pregnancies before the age of 18?
  Failure to thrive/mature?
  Lack of “common” medical care (immunizations, improperly healed broken bones, unmanaged asthma)
  Cutting issues?
  Severe dental neglect?

* **ADDICTION**
  Where is the money coming from?
  Who is supplying the drug(s) and/or alcohol?
  When did the addiction start?

* **JUVENILE JUSTICE COURTS AND DETENTION CENTERS**
  What was the charge(s) that the Youth is imprisoned for: runaway, prostitution, aggravated assault?

* **CPS**
  Youth in CPS custody? Foster home? Frequent runaway: where did the child stay/what did they have to do to stay there?

* **LAW ENFORCEMENT**
  What is Law Enforcement seeing?
Are they trained in Human Trafficking? Who provided the training?
Does Law Enforcement know who to call next when they have an HT victim?
Gang involvement in the local area?

* FAMILY VIOLENCE
   Is the Youth running away FROM rather than TO something?
   Has the Youth been raped in the home?

* LANGUAGE AND CULTURE
   Does the Youth use language that is English and yet you don’t understand?
   Does the Youth refer to family as “wivies” or “sister-wivie”?
   Talk about Pimp Ball?
   Dress in a manner that is not appropriate and very different from other classmates?
   Expensive attention to hair and nails?
   In possession of expensive items they cannot afford?
   Tattoos and/or branding?

* CACS AND CHILDREN CENTERS
   Has the child ever had a forensic interview?

* FOR PROFIT INDUSTRIES
   How do you engage For Profits?
       In-kind donations
       Employee awareness

* FAITH BASED ORGANIZATIONS
   What can they bring to the equation?

* COMMUNITY MEMBERS
   How can everyday people be engaged in this issue?
   How do they want to engage?

* OTHER ORGANIZATIONS
   Girl Scouts/Boy Scouts
   Boys & Girls Club
   YMCA
   Afterschool Programs
   Transportation Agencies
   Youth Sports Leagues
ENGAGING POTENTIAL PARTNERS

Once the data has been gather, these are the talking points/facts for engaging potential partners and the resources they provide to the victims.

These partners can be either active or non-active members of the coalition. AND are critical and valued partners of the coalition.

DEFINING THE FOCUS OF THE COALITION

What specific programs and strengths do partnering agencies have? This will define the focus of the Coalition.

**EXAMPLE:** If most agencies are have programs and strength in providing services for victims from 11-16, initially this may be the starting point of the Coalition. As the Coalition grows, so may the focus. Are there Federal and/or State laws that apply? How will they be addressed? If several agencies provide the same and also different services, who will provide a specific service for the Coalition?

NO ONE AGENCY CAN DO THE WORK ALONE

Coalitions are interagency efforts to change the climate of tolerance of abuse by institutionalizing practices and procedures which centralize victim safety and offender accountability.

MINDSET FOR SUCCESSFUL COLLABORATION

**HAVE A CURIOUS/INVESTIGATING ATTITUDE** about others’ needs, power, mandates, mission, barriers, and opportunities to move forward.

**AVOID BLAMING** “shoulding,” and/or making assumptions about others’ motives and meaning.

**LOOK FOR CONNECTIONS** rather than differences: the “fit” of meeting your agency’s needs and others’ agency’s needs.

**SEE YOURSELF AND YOUR AGENCY AS A SIGNIFICANT PARTNER** with confidence in your ability to “hold your own” when situations are confusing and complex.
**Define your agency’s vision and goals** — what the agency wants to accomplish to achieve a successful outcome.

**Focus on possibilities** what agencies can do together, while understanding limitations that may exist. Avoid being cynical — don’t decide in advance that nothing can work.

**Create** a recommendation, agreement and/or plan of action with the other parties involved.

**Be open to being influenced by others.** There may be more than one right way. Be neither doormat, nor immovable object.

Collaborations combine different community perspective, encourages creativity, takes advantage of synergies, brings balance to decision making and improves delivery times. [www.brighthub.com](http://www.brighthub.com)

**Some tips for starting a coalition**

- Common Philosophical Approach
- Standardize Practices
- Monitor & Track Cases
- Coordinate Information & Interagency Networking
- Resources & Services for Victims
- Sanctions for Offenders
- Undo Harm to Victims
- Training & Evaluation
- Information Sharing
- Meets needs of organizations and victims
- Willingness to compromise when necessary
- Decision making and who is makes the final decision

**8 Steps to building an effective coalition**

1. Analyze agency’s program’s objectives and determine whether to form a coalition.
2. Recruit the right agencies & people.
3. Devise a set of preliminary objectives and activities for the coalition.
4. Set a date and time for a first meeting.
5. Anticipate resources necessary for the coalition that is being formed.
6. Define elements of a successful collaborative structure.
7. Maintain collaborative vitality.
8. Improve through evaluation.

Violence Prevention News (Winter 2002, volume 9, number 1), Illinois Center for Violence Prevention

THE 3C'S OF COLLABORATIONS

COOPERATION
Relationships usually formed around one area of information exchange;
Resources and organizations kept separate;
May be short-term or project-oriented;
There will be planning and/or evaluation, and some problem-solving.

COORDINATION
Relationships broader in scope, in-depth communications;
Resources specifically allocated by the partnering organizations;
Individuals designated as responsible;
Usually longer-term, more of a program rather than a project and involves some planning and evaluation;

COALITION BUILDING
Relationships intertwined; open communications to problem-solve and create new approaches;
Resources avidly shared and sought jointly;
Responsibilities and roles in the effort clear, with leadership coming from several organizations;
The venture has an articulated vision and is planned, with evaluation and redesign based on performance.
MEMORANDA OF UNDERSTANDING
(MOU)
MOU/RELEASE FORM

I understand that my kid(s) can get hurt on a trampoline. _________

Parent’s Initials

I promise to stop my kid(s) if he/she starts acting like a wild mountain goat on the trampoline. _________

Parent’s Initials

If my kid(s) gets hurt, I promise not to sue the pants off the family/ies involved. _________

Parent’s Initials

If my kid(s) hurts someone else, I will pay for the medical expenses. _________

Parent’s Initials

I understand Lydia is not a lawyer even though she has seen every episode of Law & Order twice. This form still counts. _________

Parent’s Initials

This document is valid from _________, 20____until _________, 20_____.

__________________________
Parent’s Signature Date

Child(ren)’s name(s)
An **MOU** is **Not** a legally enforceable document. It is a written non-binding agreement between parties that specify mutually-accepted expectations between the organizations involved as they work together toward a common goal.

Some MOUs are general and concise. Others are more detailed. And others are extremely detailed.

Three things to remember about MOUs:
1. generally they're not legally binding;
2. don't involve the exchange of money;
3. provide a mutually beneficial framework that agencies can work within to achieve shared goals.

Well-written MOUs reflect diplomatic savvy and creative analytical thinking which sets the tone for the Coalition:
Each agency determines what they can provide and offer to the coalition;  Each agency determines what they want/need from the others in the coalition.

This is a lot of work/planning and thinking on an agency’s part.

[www.chcanys.org/clientuploads/downloads](http://www.chcanys.org/clientuploads/downloads) Community Health Care Association of New York State

The consequences for breaking or not upholding the agree upon provisions and/or stipulations in the MOU are usually agency or profession specific, especially if there are legal consequences: privacy or nondisclosure agreements.
TALKING POINTS FOR BUILDING LOCAL HUMAN TRAFFICKING COALITIONS

1. Once local agencies have agreed to form a coalition, when can everyone meet, where can everyone meet to complete an MOU?
2. Is an MOU form given out before the meeting and each partner fills it out?
3. How is the wording and diverse needs going to be represented in the form, OR, is this going to be a very simple form?
4. Is signing the MOU a requirement BEFORE an agency attends a Coalition meeting or can an agency attend at least one meeting before they decide to join?
SUSTAINING COALITIONS

The strength of partnerships
SUSTAINING COALITIONS

COMMUNICATION
Agendas and goals clearly stated
Avoidance of oppressive behavior and silencing
Honesty and individual responsibility
Respect for everyone
Commitment to resolving conflict
Focus on specific sources of concern
Clarity of point of view
Sufficient time to work through the problem
Openness to new ideas
Recognition of “unearned privileges”

KNOW
Where your agency’s limit are and where other agencies begin and end
Difference between enmeshment and empowerment
How personal history affects ability to work within a Coalition
Do your own work: know your biases

QUALITY
Does the Collaboration have a Grievance Policy?
How does the Collaboration protect personally identifiable information?
What is the Collaborations role when charts/files are subpoenaed?
What Code of Ethics applies to the Collaboration?

NATIONAL VICTIM ASSISTANCE STANDARDS CONSORTIUM
Competence
Integrity
Professional Responsibility
Respect for People’s Rights and Dignity
Concern for Other’s Welfare
Social Responsibility

INFORMED CONSENT
Do the Coalition members use the same consent forms?
How do the forms get from one agency to the other?
Will the client have to fill out and sign consent forms for each agency of the Coalition they are involved with?
If each agency, because of their internal policies, requires the Client to fill a consent form, is the form consistent across the collaborating agencies?

TENURE
How does the Coalition define:
tenure?
know when the tenure is over?

SUCCESSION PLANNING
Six Key elements:
1. Is there a key role that is critical for the success of the Coalition?
2. Identifying the successor or successors
3. Identifying job requirements
4. Building competencies
5. Assessing progress
6. Who is responsible for Succession Planning?
**COALITION BUILDING IS**

Knowledge of Agency’s Standards  
Knowledge of Professional Standards  
Practice of Professional Competence:  
  - boundaries  
  - effectiveness  
  - continuing education  
  - a never ending process

Complex situations arise all the time especially in collaborations. The tools, problem solving skills and cooperation and agency brings to a coalition are invaluable, especially when the Coalition is called upon to make professional decisions? Often times how we respond professional corresponds to and is dependent upon the nature of the services we provide to clients.
1. When a person leaves the Coalition will a lot of unrecorded knowledge about the Coalition’s history, processes and procedures leave with them? Is their role critical to the success of the collaboration?
2. Is there another person within the agency with the knowledge, skills, interest to step in? Have they been identified?
3. What does the Coalition think the needs and requirements for the mission will be in the future?
4. How does the Coalition build competencies? EX: What happens next? What do I have to know to help a coalition member and the client? Be resources for each other
5. How is progress assessed? What is the Coalition going to do? What steps are needed to get there? When will we know we are there? Will be ever be there? EX: trainings that can count for both the Coalition as well as for individual grants.
6. Is every agency in the Collaboration committed and accountable for their coalition succession plan? What does this say about coaching, mentoring, guiding and developing staff within one’s agency that broadens a coworker’s competency and skills?
7. What are oppressive behaviors and how will the Coalition “deal” with them?
8. How will Coalition conflicts be resolved? Outside mediator? Training all Coalition members in the art of conflict resolution?
9. What are unearned privileges and how will they be addressed?
10. How are grievances against the coalition filed? Or is a grievance agency specific? What is the individual agency’s responsibility to explain this policy to the client/public/rest of the agency/board of direct/funders? Here will the records of the grievance be kept? Who gets to see and review these files? How is the outcome reported back to the person who filed the grievance? Whose code of ethics is used when reviewing the grievance?
There are two aspects of Coalition building that are universally challenging:
1. Determining a community's readiness (organizational, political, resource, interpersonal) and developing strategies for each area
2. Building trust beyond the basic pleasantries of networking to the point that mutual accountability is how a standard of care is ensured.

TRUE collaboration (not the rhetoric that goes in every grant application) is the result of System Based and Community Based professionals meeting on a regularly to build strategies and to protect victims on a case by case basis.

THE UNIQUE ASPECT IS THAT THIS IS NOT A DESTINATION WITH BEGINNING AND ENDING, BUT RATHER AN ONGOING CIRCLE OF DEVELOPMENT AND ADJUSTMENT.
mobilize young people

invigorate programs

engage adults

influence civic decisions

activate sectors
FIVE ACTION STRATEGIES FOR TRANSFORMING COMMUNITIES AND SOCIETY
CREATING A WORLD WHERE ALL YOUNG PEOPLE ARE VALUED AND THRIVE

Mobilize Young People
Empower Youth to use their power as asset builders and change agents

Engage Adults
Empower Adults from all walks of life to develop, sustain and build relationships with Youth, both within families and in the neighborhood.

Invigorate Programs
Expand and enhance programs to become more asset rich and accessible to all Youth.

Activate Sectors
Activate all sectors of all the community – schools, faith-based organizations, human services, health care, private industry – to create an asset building culture which contributes to Youth’s healthy development.

Influence Civic Decisions
Influence decision makers and opinion leaders to leverage financial, media and policy resources in support of positive transformation of communities and society. (1)