



Thank you for wanting to participate in a **STEP UP AGAINST HUMAN TRAFFICKING** demonstration. We at HTPA truly believe your voice and influence will help inspire others to join us in the fight against human trafficking and child exploitation.

WHAT IS STEP UP AGAINST HUMAN TRAFFICKING?

STEP UP Against Human Trafficking is an awareness campaign initiated by Human Trafficking Prevention Alliance (HTPA). Child trafficking is not a conspiracy theory. It is the fastest-growing criminal enterprise in the world. In 2023 The National Center for Missing & Exploited Children (NCMEC) received more than **18,400 reports** of possible child sex trafficking.

HOW WILL THIS DEMONSTRATION HELP BRING AN END TO HUMAN TRAFFICKING?

This demonstration will help raise awareness about child trafficking and the importance of government action in the interest of these victims.

We will not let our most vulnerable continue to be overlooked. Because they are vulnerable, they cannot rally up to fight for themselves. We must step up and be their voice. We encourage everyone to take action to prevent this heinous crime.

Here are some guidelines and resources that we hope will help you have a positive and impactful experience when you STEP UP!

1. Take the Pledge of Commitment

By registering as a participant of this HTPA event, you are agreeing to the following:

My Commitment as a Participant in the STEP UP Against Human Trafficking

Demonstration: I understand that my participation in this demonstration means that I will be a representative of HTPA. during this event. The phrases I say and the messages I write on any signs will accurately reflect the fight against human trafficking. I will commit to being peaceful and positive if I am encountered by anyone who passes by who may be disrespectful to our demonstration. I will strive to keep the environment family friendly as there may be children participating. I will not shame any companies that have been in recent conspiracy theories, as I understand those theories are not confirmed. I will not be disrespectful to other recent protests.

“Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.” - Martin Luther King, Jr.



2. Safety Guidelines

If you are a participant, you will receive email updates from our team regarding meeting place and time.

Check the weather before you go! Bring water, sunscreen, and be mindful that there may not be public restrooms available.

3. Demonstration Resources and Ideas

Bring your children and walk with yellow and blue balloons (details below)! Please DO NOT release the balloons or organize a group balloon release, remember that deflated balloons become litter.

Wear Blue or Yellow T-shirts.

Print up our signs (link below) or make your own signs! Remember to keep wording respectful and family-friendly.

4. Understand the Cause

We invite you to learn more about HTPA and human trafficking. Our website is ht-prevention.org. Check out ht-prevention.org for additional information.

5. Spread the Word in Your Community

Share on social media! Tag us at @ht-prevention and use the hashtags #STEPUP2026, #EndHumanTrafficking and #HTPA.

Spread Awareness with **Yellow** and **Blue** Balloons

We invite you to use blue and yellow balloons in your front yards, in your neighborhoods, during the demonstration.

Yellow & Blue represents HTPAs brand and **Blue** also represents child abuse awareness and **Yellow** is internationally recognized as the universal color for human trafficking prevention.

STEP UP from Home

We are asking those who are unable to leave their homes to place yellow and blue balloons in their front yard.

Invite everyone you know to participate. When someone asks what they mean, share about the fight against human trafficking. Share ways they can help and encourage our leaders to fight with us.



Ways to expand our impact:

- Talk to local businesses and encourage them to put balloons outside of their establishments
- Talk to your neighbors and invite them to participate.
- Share on your social media pages why they will be seeing yellow and blue balloons.
- Collect balloons and have a drive through balloon pick up station on your street for those who are unable to go into stores to get them.
- Create a large display of yellow and blue balloons in an area with high foot traffic with information to learn more about the campaign.

Fill your communities with these balloons and as you do so, it will fill your communities with awareness and hope.

6. Things to Keep in Mind During the Event

Remember the pledge of commitment you signed. This is a respectful and family-friendly event.

Walk slowly and carefully, especially if you are walking with signs.

You may be asked about the event by local leaders and media. Refer to the FAQ about the campaign at the top of this packet. If you receive any questions about HTPA or human trafficking and are not sure how to answer, please direct them to our website ht-prevention.org or email info@ht-prevention.org

Tag @htprevention and use #STEPUP2026. #HTPA. #EndHumanTrafficking so we can see your photos and videos!

CHECK LIST / OVERVIEW

- I have signed the pledge of commitment
- I have gathered resources I will need for the demonstration
- I have done research about human trafficking and HTPA
- I have spread the word in my community
- I will use blue and yellow balloons and have invited others to do the same
- I have spread the word on social media

Thank you again for deciding to **STEP UP** with HTPA to help us end human trafficking. Your impact will bring awareness to many and will help make a difference in the fight to end human trafficking.