

FREQUENTLY ASKED QUESTIONS

What is human trafficking?

According to the Department of Homeland Security, "Human trafficking involves the use of force, fraud or coercion to obtain some type of labor or commercial sex act."

Human trafficking is a growing criminal industry that impacts every community in America. Traffickers often prey on the most vulnerable in society, making children the prime targets. In fact, according to a study from the National Center on Child Abuse and Neglect, one in four girls and one in six boys will be sexually exploited before the age of 18.

Why are beer distributors getting involved in this issue?

Beer distributors service more than 600,000 licensed retail accounts from coast to coast - essentially any place that serves beer. Collectively, they are in and out of thousands of accounts on a daily basis as a routine part of doing business. They also have access to non-public areas where it is more likely that human trafficking could occur. By learning the warning signs associated with human trafficking and what to do if suspicious activity is detected, the more than 140,000 beer distribution employees can be an extra set of eyes and ears in the fight against human trafficking.

Can reports to the National Human Trafficking Hotline be made anonymously?

Yes, beer distribution employees can anonymously report suspected human trafficking cases to the National Human Trafficking Hotline (1-888-373-7888). Callers do not need to provide their name or any identifying details about the situation unless they are comfortable doing so. The Trafficking Hotline does not release any identifying information about a caller unless the caller provides consent. To read the National Human Trafficking Hotline's [confidentiality policy, click here](#).

What does the awareness training program entail?

The program's centerpiece is a short educational video produced by NBWA that will teach beer distribution employees how to identify common warning signs associated with human trafficking and how to report suspicious activity to the authorities.

Beer distributors can complete the human trafficking awareness training program by conversing with their team about the importance of the issue, showing the short but impactful video NBWA produced to their employees and providing them with tip cards listing red flag behaviors associated with human trafficking. Drivers, merchandisers and sales representatives should carry the cards with them while they run their routes and visit accounts. We also encourage distributors to include the awareness training video as part of their onboarding process for new employees.

Where will the video, resources and completion form be available?

The video will be available on the [Human Trafficking Awareness Resource Center](#) hosted on the NBWA website, along with a checklist for the training, tip cards, social media toolkit, state-specific stats on human trafficking, a break room poster, truck signs, letter templates for notifying elected officials about the awareness training and more.

What happens after distributors complete the awareness training program?

Distributor companies should let NBWA know they have completed the awareness training program by filling out the form on the Human Trafficking Awareness Resource Center on the NBWA website. Once submitted, they will receive a certificate documenting that their company has completed the awareness training. NBWA will be tracking how many companies have completed the program.

What if distributors or state associations want to do more?

- ▶ Many state attorneys general have staff who specialize in human trafficking training. Distributors may consider contacting their state attorney general and invite them or a member of their team to conduct an in-person (or for the time-being, virtual) training.
- ▶ Combatting human trafficking is a top priority for other elected officials as well, including governors and legislators. Consider inviting them (in-person or virtually) to make remarks before screening the video.
- ▶ Partner with local or state non-profit organizations that are working to end human trafficking.
- ▶ Please do not hesitate to reach out to NBWA to see how we can support any of these efforts.

What are the goals of the initiative?

Goals for initiative metrics through the end of 2021:

- ▶ 200 training sessions conducted
- ▶ 200 distributor member companies that conducted a training session
- ▶ 25,000 beer distribution employees trained

This is an ongoing effort, and NBWA plans to find ways to build on the initiative in phases following the initial launch.

Who are the distributor leaders involved?

NBWA has appointed an advisory committee made up of beer distribution leaders across the country to help guide the program. Each member is assigned a list of states for which they will serve as a point of contact. Additionally, they will be reaching out to State Executives and Board members to encourage participation.

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