

DISTRIBUTORS AGAINST HUMAN TRAFFICKING

Human Trafficking Awareness Training Initiative

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 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 640,000 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 be occurring. By learning the warning signs associated with human trafficking and what to do if suspicious activity is detected, the 142,000 beer distribution employees can be an extra set of eyes and ears on the ground in the fight against human trafficking.

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

Yes, beer distribution employees can report suspected human trafficking cases to the National Human Trafficking Hotline (1-888-373-7888) anonymously. 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 centerpiece of the program 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 having a conversation 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 as they run their routes and visit accounts.

We also encourage distributors to include the awareness training video as part of their on-boarding 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, a social media toolkit, state-specific stats on human trafficking, a break room poster, 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 retail organizations, such as your state's restaurant association, and make the training available to them.

Create posters with the human trafficking hotline number that can be given to retail partner to post.

Partner with a local or state non-profit that is working to end human trafficking.

Please 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 members that conducted a training session
- 10,000 employees trained
- 50,000 retail stops serviced by trained beer distribution employees

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

Are there state-specific statistics on human trafficking?

You can find human trafficking cases report by state on the [National Human Trafficking Hotline Website](#). NBWA has produced one-page sheets for each state using this data which are available on the Human Trafficking Awareness Resource Center.

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.

Advisory Committee Members:

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Heimark Distributing, LLC
Santa Fe Springs, CA
States: CA, HI, NV, OR, WA

Carly LaMonica

LaMonica Beverages Inc.
Loves Park, IL
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