



Educational Resources to Prevent Human Trafficking and Exploitation in Canada

PRODUCED BY ALLY GLOBAL FOUNDATION
AND EXPLOITATION EDUCATION INSTITUTE



ExEd and Ally are creating prevention resources that will reach every youth in Canada in the next 10 years.

Ally Global Foundation and Exploitation Education Institute are partnering together to make fun and light hearted digital educational resources for children, youth and adults in Canada to prevent the exploitation and trafficking of minors.

The trafficking of Canadian children and youth continues to be a rising crime largely related to the increase in online interactions over the last few years resulting in increased online recruitment. According to the Canadian Centre for Child Protection (C3P), reports of online sexual luring targeting Canadian children have risen to never-before-seen levels, with an 815% increase from 2018 to 2022.¹

It is imperative that we equip our children and youth with the knowledge to make informed decisions about safe relationships and cybersafety, to decrease the risk of trafficking.

OBJECTIVE

We want to educate children and youth about safe relationships, cybersafety and the risks of trafficking by creating online interactive and animated courses that are geared specifically towards them and towards the people of influence in their lives. These engaging and ground breaking multimedia resources will be contextualized to a variety of demographics—especially marginalized groups—and designed to equip children and youth with the skills to navigate online interactions and relationships in a safe and healthy way. The resources will be tailored to each age group and will be available for use in schools, youth groups and any other applicable settings—because we believe everyone should have access to this information.

OPPORTUNITY

By creating digital educational resources and content for youth and children in Canada, as well as for the trusted adults in their lives, we have the opportunity to prevent youth and children from becoming victims or perpetrators of sexual exploitation in their lifetime. There are limited resources available to Canadian youth that are widely accessible, light hearted, animated and engaging. We want these resources to be light hearted, interactive, and grounded in research, so they can be distributed to a variety of stakeholders.

¹ <https://protectchildren.ca/en/press-and-media/news-releases/2023/safer-internet-day-2023>

01

Children & Youth

Age-appropriate, multimedia educational content that focuses on the root causes of trafficking and exploitation and the vulnerabilities that children and youth may face.

Below are the topics that will be covered for each grade:

GRADES 3-5	GRADES 6-7	GRADES 8-12
<ul style="list-style-type: none"> • Module 1 Cyber Safety • Module 2 Information Sharing Online • Module 3 Exploiters and Unhealthy Social Accounts • Module 4 Consent & Healthy Boundaries • Module 5 Being a Safe Person and Reporting 	<ul style="list-style-type: none"> • Module 1 Defining Sexual Exploitation • Module 2 Internet and Cyber Safety • Module 3 Exploiters and Grooming Signs • Module 4 Information Sharing Online • Module 5 Sextortion • Module 6 Consent & Healthy Boundaries • Module 7 Peer Exploitation and Being a Safe Person 	<ul style="list-style-type: none"> • Module 1 Defining Sexual Exploitation • Module 2 Internet Dynamics (Cyber Safety) • Module 3 Defining Exploiters and Predators • Module 4 Grooming and Warning Signs • Module 5 Sextortion • Module 6 Pimps and Trafficking • Module 7 Consent and Healthy Boundaries • Module 8 Sexting and the Law • Module 9 Self Exploitation and Sugar Babies

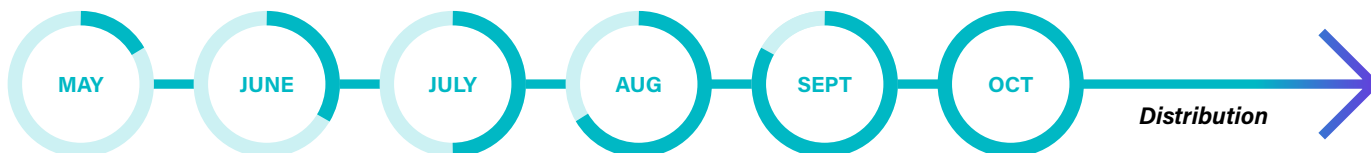
02

Adults

For every resource we develop for children and youth, we also recognize the importance of empowering the trusted adults in their lives through a non judgmental and non fear based approach so that they can grow in their understanding, and feel comfortable having these discussions. Specific groups we are creating resources for include: parents, teachers, frontline workers and law enforcement. These resources will focus on topics such as understanding the issue, tips on how to have these conversations with kids and understanding the law and resources available.

TIMELINE

Our team is ready to begin production on these resources immediately, with the first new content being available by October 2023.



BUDGET

Content Development:
\$352.5K

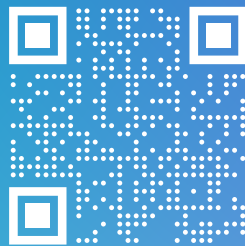
Sponsor a Module: The cost of each module covers research, expert consultation, content creation, creative development, production and post production for a static infographic, a video infographic, a scenario animation, a safety video and a quiz.	GRADE	COST PER MODULE	TOTAL
	Grades 3-5	\$10K x 5 modules	\$50K
	Grades 6-7	\$12.5K x 7 modules	\$87.5K
	Grades 8-12	\$15K x 9 modules	\$135K
	Teachers, law enforcement, frontline workers and parents	\$20K x 4 modules	\$80K

Website:
\$60K

The cost of the website includes developing a platform to host all of the above content with multiple levels of access and an easy user experience for children and adults.

Distribution Costs:
\$60K

Distribution costs include developing content for social media and digital advertisements to advertise and distribute the resources across Canada. This also includes the cost of training facilitators across the country to deliver this content in various settings.



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Make a donation by scanning the QR code,
or reach out to sofia@ally.org to learn more.

