

CDL DRIVERS & COURTS ON THE ROAD TO END HUMAN TRAFFICKING



Implementation Guide

January 2025



Table of Contents

Table of Contents	2
Executive Summary	4
Acknowledgments	5
Purpose of the Program	6
Human Trafficking	7
The Definition	7
Potential Victims	8
Traffickers	8
Locations and Industries	9
CDL Holders and Combating the Problem	10
Courts as Part of the Solution	11
What CDL Holders Will Learn	11
Program Implementation	12
Court Administration	13
Implementation Checklist for Court Administrators	13
Timing of Implementation	14
Significant Dates	15
Implementation Touchpoints	15
Judicial Officers	15
Condition of Sentence/Probation/Supervision	16
No Human Trafficking on Our Roads Act	16
Bench Card	16
Judicial Influence	17
Prosecutors	17
Part of the Plea Agreement	17
Recommendation to Defense Counsel	17
Condition of Sentence/Probation/Supervision	18

Reference Guide	18
Internet Messaging	18
Online Court Systems.....	19
Court’s Website	19
Social Media	19
Email Postscripts	19
Courthouse Messaging.....	20
Self-represented Litigants (SRL) Assistance Staff	20
Signage at Counter	20
Flyers/Rack Cards	20
Digital Signage	21
Implementation Resources.....	21
References	22

Executive Summary

Human trafficking involves the exploitation of individuals for labor, services, or commercial sex through the use of force, fraud, or coercion. Additionally, inducing a person under the age of 18 to engage in commercial sex, regardless of the presence of force, fraud, or coercion is also human trafficking. Having been reported in every state in the U.S., human trafficking is a widespread issue, occurring in urban, suburban, rural, and tribal communities. This crime affects individuals from all backgrounds. Traffickers exploit vulnerabilities like poverty, substance use, and social isolation, manipulating victims into believing they have control over their circumstances. Misconceptions about the presence of human trafficking, combined with underreporting and victims' fears of law enforcement, obscure the true extent of this hidden crime. The various tactics employed by traffickers, from deceptive promises to outright threats, highlight the urgent need for increased awareness and proactive measures to combat this issue at local and national levels.

CDL Drivers & Courts: On the Road to End Human Trafficking, an initiative of the National Center for State Courts (NCSC) funded by a grant from the Federal Motor Carrier Safety Administration, aims to tackle this pressing problem by engaging commercial drivers—approximately 8.7 million in the U.S.—as critical observers on the road, alerting authorities to suspicions of human trafficking. A central component of this initiative is a self-paced e-learning course that educates CDL holders on human trafficking, including definitions, signs and indicators, reporting procedures, and CDL disqualification for a human trafficking conviction. By engaging CDL holders, this initiative seeks to increase the reporting of human trafficking activities and reduce CDL holder involvement in this heinous crime.

Courts, as trusted public institutions, occupy an influential position within the community. By leveraging their jurisdictional reach, they can educate an increasing number of CDL holders on the issue of human trafficking, thereby bolstering efforts to eradicate this pervasive crime. Actions such as mandating the course as a part of sentencing and publicizing the initiative through online platforms and courthouse displays, ensures CDL holders are informed about the gravity of the crime and the potential impact of reporting their suspicions. This initiative not only equips CDL holders with the knowledge to make a difference, but also amplifies the message that addressing human trafficking is a community-wide concern. Ultimately, this approach of courts engaging with CDL holders enhances public safety and contributes to meaningful progress in the fight to end human trafficking. NCSC is encouraging every court to join in.

Acknowledgments

CDL Drivers & Courts: On the Road to End Human Trafficking represents a collaborative effort by the National Center for State Courts in conjunction with a dedicated group of contributors. The subject matter consultants provided invaluable guidance and resources throughout the development process. The insights and feedback from the Advisory and Judges Committees have been crucial in shaping the framework of this initiative, and their collective dedication is greatly appreciated. This project could not have been realized without the generous support of the Federal Motor Carrier Safety Administration.

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This project is supported by the Federal Motor Carrier Safety Administration under grant FM-CDL-0502-22-01-00. The points of view and opinions expressed herein are those of the authors and do not necessarily represent the policy and positions of FMCSA.

Purpose of the Program

CDL Drivers & Courts: On the Road to End Human Trafficking is an initiative of the National Center for State Courts (NCSC) funded by a grant from the Federal Motor Carrier Safety Administration (FMCSA). FMCSA is committed to raising awareness of human trafficking in the commercial motor vehicle (CMV) industry and works collaboratively with industry stakeholders to build on the important work already being done in this space. FMCSA declares that by working together, we can make our roadways and communities safer, save lives, and combat the scourge of human trafficking. NCSC fully embraces this mission and seeks to amplify the message in partnership with state courts.

Human trafficking is a global problem, representing a violation of human rights that mercilessly exploits individuals and communities worldwide. In the United States, human trafficking is pervasive, occurring in every state, with traffickers utilizing transportation systems to recruit and move victims. Combating human trafficking is a complex endeavor that requires involvement from multiple stakeholders. Due to their constant movement, commercial drivers are uniquely positioned to make a difference by serving as the eyes and ears on our roadways and promptly reporting any suspicious activities to authorities.

A fundamental element of the CDL Drivers & Courts initiative is a self-paced online course designed to educate commercial driver's license (CDL) holders on the issue of human trafficking, including identifying signs of human trafficking and responding appropriately if they suspect its occurrence. Additionally, the course informs commercial drivers of the CDL disqualification statute for a human trafficking conviction. The initiative aims to increase reporting of suspected human trafficking activity and to reduce CDL holders' involvement in this heinous crime, with the goal of freeing victims and saving lives. The online course, hosted by NCSC, takes approximately 45 minutes to complete and is delivered in an interactive e-learning format accessible from computers, tablets, or smartphones. To assess comprehension of the covered material, the course concludes with a quiz and successful completion results in the issuance of a certificate.

Courts can play a pivotal role in the fight against human trafficking by engaging with CDL holders who enter the state judicial system and directing them toward the e-learning course. Numerous touchpoints exist where CDL holders interact with the courts, offering opportunities to communicate messages that encourage taking the course. These opportunities include utilizing court websites and social media platforms, integrating messaging into online dispute resolution (ODR) systems, and displaying visual messaging within courthouses. Moreover, court personnel can directly engage with CDL holders, such

as judges mandating course completion as a condition of probation or sentence. To support courts in participating in this endeavor, NCSC has developed a collection of resources and guidance to assist in publicizing the initiative and implementing messaging at various CDL holder touchpoints.

According to FMCSA (2023a), the United States has approximately 8.7 million CMV drivers. Equipping these drivers with the knowledge and resources to combat human trafficking will lead to safer roads and communities for everyone. To advance this human trafficking awareness effort, NCSC and FMCSA earnestly request the active participation of courts. Collaboration has the power to save lives, enhance road safety, and strengthen the overall response to this grave issue.

Human Trafficking

The Definition

The U.S. Department of Justice (2023) defines human trafficking as a crime involving the exploitation of a person for labor, services, or commercial sex through the use of force, fraud, or coercion, or if a person under the age of 18 is induced to engage in commercial sex, regardless of the presence of force, fraud, or coercion. The two primary forms of human trafficking are sex trafficking and forced labor, also referred to as labor trafficking.

In the fight against this injustice, understanding the methods traffickers use to exert control over their victims is crucial. Force may include physical assault, confinement, and drugging to incapacitate someone. Fraud includes false promises, fraudulent documents, and deceptive advertising. Coercion encompasses both physical and psychological aspects, with physical coercion often involving threats with weapons like guns or knives. Psychological coercion may include intimidation against the victim or the victim's family, blackmail, and threat of deportation. These are just a few examples of how traffickers control the victims of this often-hidden crime (U.S. Department of Defense, 2023). Human trafficking does not always look the same in every situation. Not all examples of force, fraud, or coercion are present in every reported case. Furthermore, the presence or absence of these examples does not necessarily prove or disprove human trafficking (U.S. Department of Homeland Security, 2023).

It is important to note that human trafficking and human smuggling are not the same. Contrary to common belief, trafficking does not always involve transportation. The U.S. Department of Homeland Security (2023) states that human smuggling is the illegal

transportation of people across a country's border. Human trafficking is the illegal exploitation of people. Transportation of the individual is not required in human trafficking. However, both crimes involve similar victims.

Potential Victims

Human trafficking victims can be anyone regardless of race, color, age, gender, sexual orientation, socioeconomic status, education level, or citizenship. Perpetrators target vulnerable populations, including those with language barriers, low-income hardships, and youth.

The Polaris Project (2023) discovered that traffickers exploit vulnerabilities to leverage power and control over their victims. Certain risk factors can increase the likelihood of being targeted by traffickers, including recent migration, alcohol and substance use concern, poverty, being a part of the child welfare system, and being a runaway or unhoused youth. Women and girls of color are highly vulnerable when it comes to sex trafficking. Victims can also include young children. Many people are suffering in their lives and desperately need help. These individuals are who traffickers are known to look for.

Traffickers look for those who need essentials to survive and often promise to fulfill that need. Victims might require tangible necessities such as money or a job. Other needs might include less tangible items like love, safety, and attention. Victims are often experiencing hardships and are desperate to find a way out. Once the victims have been targeted and trapped in a situation where they have no control, it is hard for them to escape.

Many victims do not seek help because they fear law enforcement and/or their traffickers. Additionally, victims may not be aware that their situation is illegal, or they have been misled into believing they control the decisions made for them. This diversity in circumstances allows human traffickers to include a wide range of criminals, encompassing both strangers and family members who take advantage of vulnerable individuals.

Traffickers

Traffickers can be family members, acquaintances, or strangers. They can act alone or as part of an organized criminal unit. These units can take the form of small, family-run businesses such as brothels and massage parlors, crime rings running internet prostitution, or gangs involved in street and internet prostitution of adults and minors

(Bouché, 2017). Enablers, whether legal or illegal entities, assist perpetrators by offering locations or services for human trafficking, revealing the widespread and diverse nature of this crime.

Traffickers entice victims with promises of a better life. They might make guarantees of education, travel, or employment to lure vulnerable individuals into horrible situations. Alternatively, traffickers may use force, fraud, or coercion to abduct or threaten victims, with the potential of moving them to another location for exploitation in commercial sex or forced labor. Movement of victims can be local, statewide, national, and international.

Locations and Industries

Gathering statistics on human trafficking proves challenging. Human trafficking is both underreported and complex due to various reasons, including traffickers operating discreetly and victims being hesitant to report their situations (U.S. Department of State, 2023).

Many people hold the misconception that human trafficking is not happening where they live. Human trafficking is pervasive, happening almost anywhere, with traffickers and victims stemming from various backgrounds. Wherever there is a demand for sex or exploitation, trafficking is likely occurring. Traffickers target the most vulnerable individuals in society. Community members should be encouraged to be observant of their surroundings and identify signs of human trafficking where they live.

Urban areas of the United States have higher reported cases of human trafficking because of the larger populations and massive transportation networks. The transportation options in larger cities are vast and provide an opportunity for traffickers to target vulnerable individuals. Traffickers can organize and move their victims quickly using available transportation options. While urban areas have higher numbers of reported cases of human trafficking, the larger transportation hubs lead to almost every smaller community throughout the United States (U.S. Department of State, 2023).

Human trafficking also occurs in rural areas. One of the challenges with combatting human trafficking in rural America involves the lack of organizations that can intervene on behalf of victims. In rural communities, a victim of human trafficking has less opportunity to flee because of the often significant geographical distance from those who can help. Also, traffickers might find small cities and towns to be ideal places to operate since residents and law enforcement might underestimate the possibility of human trafficking taking place in their area.

Given its potential to occur almost anywhere, it is not surprising that human trafficking extends to various industries. Sex trafficking constitutes a significant portion of human trafficking in the United States, occurring in escort services, massage parlors, pornography, brothels, and street and online prostitution. Forced labor cases span legal and illegal businesses, including domestic work, restaurants, agriculture, beauty services, construction, manufacturing, hospitality, and transportation companies (Polaris Project, 2023).

CDL Holders and Combating the Problem

CDL holders are uniquely positioned to help combat human trafficking. Their extensive travels lead them to diverse locations where trafficking may take place, such as rest areas and truck stops, thereby heightening the chances of CDL holders seeing, recognizing, and hopefully reporting potential trafficking situations. CDL holders undergo training to be observant and vigilant while traveling on the road. They typically thoroughly understand their surroundings, including familiar routes and transportation hubs. This familiarity enables them to discern suspicious activities or signs of trafficking, such as noticing anything unusual or out of the ordinary. CDL holders can play a vital role in recognizing signs of trafficking and promptly reporting the situation.

By involving CDL holders and raising awareness within the transportation industry, a considerable number of individuals can be educated about human trafficking. CDL holders can serve as advocates, spreading the message and encouraging their colleagues to be vigilant in reporting any suspicious activity. Considering these factors, CDL holders are well-positioned to serve as frontline defenders against human trafficking. Through training, awareness, and active reporting, they can make a substantial impact in uncovering and disrupting human trafficking operations.

Several human trafficking awareness initiatives and organizations are currently targeting CDL holders. For instance, FMCSA operates the "Your Roads, Their Freedom" campaign, aiming to raise awareness about human trafficking in the CMV industry. The U.S. Department of Homeland Security leads the Blue Campaign, a nationwide public awareness initiative educating people about the signs of human trafficking. The Transportation Leaders Against Human Trafficking (TLAHT) initiative, led by the Department of Transportation, unites stakeholders from the transportation and travel industry to

collectively combat human trafficking. TAT, formerly Truckers Against Trafficking, educates and mobilizes key industries and agencies to combat human trafficking.

Despite ongoing awareness efforts, additional measures are required to provide a more comprehensive approach to addressing this problem.

Courts as Part of the Solution

Human trafficking is a pervasive issue and, therefore, requires a broad, comprehensive approach to combat it. Addressing this evil necessitates a collective public effort and courts can play a pivotal role as a trusted and authoritative influence within the community.

Implementing this human trafficking awareness initiative within the state courts helps to create a more comprehensive approach to tackling this issue. By offering this training to CDL holders interacting with the court, courts seize a valuable opportunity to educate the CDL holder community about the dangers of human trafficking and how they can make a difference by reporting their suspicions.

Broad court participation is essential for the success of this initiative. The legal authority, reach, impact, and interactions provided by the court offer a unique opportunity to educate and engage CDL holders in the fight to end human trafficking. By following recommended implementation guidelines, courts can integrate the course into their operations, involve CDL holders, and contribute to raising awareness and combating human trafficking within their local communities.

What CDL Holders Will Learn

In this course, designed for CDL holders, participants will learn about various aspects related to human trafficking. The course takes approximately 45 minutes to complete and is delivered in an interactive e-learning format that can be accessed anytime from a computer, tablet, or smartphone.

The learning objectives for the course are detailed here.

Definition of Human Trafficking: Participants will understand that human trafficking involves the exploitation of individuals through the tactics of force, fraud, or coercion,

encompassing both sex and labor trafficking. The course will explore the potential victims of human trafficking, as well as those who may perpetrate the crime. Additionally, participants will examine the various locations where human trafficking can occur.

CDL Disqualification for Human Trafficking Conviction: Participants will learn about the "No Human Trafficking on Our Roads Act," which imposes a lifetime ban on any person convicted of human trafficking in a commercial motor vehicle.

Signs of Human Trafficking: Participants will develop the ability to identify common signs and indicators of human trafficking in their surroundings, as well as signs that someone may be a victim of human trafficking.

Reporting Human Trafficking: Participants will receive contact information and guidelines for reporting suspected cases of human trafficking to local law enforcement and the National Human Trafficking Hotline. The course will also cover specific details to pay attention to and share with authorities if a human trafficking crime is suspected.

The course includes videos from TAT (formerly Truckers Against Trafficking), including first-person accounts from survivors of human trafficking and CDL holders intervened by reporting what they saw. To assess participants' understanding of the covered material, the course concludes with a 15-question quiz, which requires achieving a score of 80% or higher to pass. The learner will earn a certificate of completion that can be downloaded and submitted to the court. Overall, the course focuses on educating CDL holders about recognizing and responding to human trafficking, emphasizing the significance of awareness and taking action to combat this serious issue.

Program Implementation

A multi-faceted implementation strategy is recommended to successfully integrate the course into court operations and ensure its adoption among CDL holders. This approach combines methods targeted directly to known CDL holders with broader strategies to reach unidentified CDL holders within the greater court community.

Integration of the course into court operations can be approached in several ways. One method is to make the course mandatory, requiring CDL holders to complete it as a condition of their sentence. This approach ensures widespread course completion but may necessitate judicial officer involvement. To avoid potential hurdles associated with mandatory requirements, incentivizing CDL holders to take the course by offering a

tangible benefit, such as a reduction of fees, may serve as motivation for them to complete the course. At a minimum, courts are encouraged to promote the course as a public service effort, focusing on raising awareness about the issue of human trafficking. This method relies on effective promotional strategies to drive voluntary engagement. Each approach provides unique advantages, and a combination of these methods may be employed. The chosen strategy should be tailored to ensure successful integration and adoption of the course among CDL holders.

Court Administration

Court administration personnel play a key role in implementing this initiative within the court. Anticipated responsibilities encompass ensuring that necessary stakeholders—judges, clerks, and other relevant personnel—are involved in the implementation process, coordinating approval from leadership, scheduling implementation activities, and monitoring progress to ensure successful operation. Court administrators can also serve as a point of contact for feedback and adjustments as the initiative is rolled out.

Implementation Checklist for Court Administrators

The following checklist provides a structured approach for court administrators to lead implementation efforts for this initiative within their court and ensures that the necessary steps are taken for a successful rollout. This checklist is not exhaustive, and court administrators are encouraged to supplement the below activities to fit the needs and capabilities of their courts.

Secure Approvals and Stakeholder Buy-In

- ☐ Obtain formal approval from court leadership (e.g., chief judge, court executive officer)
- ☐ Identify and contact key stakeholders for feedback and support as appropriate (judges, clerks, prosecutors, IT department, state judicial administrative office/AOC, funding authority/elected officials, probation/enforcement, etc.)

Communicate with Court Staff and Stakeholders

- ☐ Send initial communications about the initiative (email, meetings, or announcements)
- ☐ Establish a schedule for implementation, including timelines and expectations
- ☐ Disseminate bench card to judges
- ☐ Provide reference guide to prosecutors
- ☐ Encourage ongoing participation and feedback from stakeholders
- ☐ Inform local justice partners, steering committees, and bar associations about the initiative

Promote Course to CDL Holders

Internet Messaging

- ☐ Ensure the court's online technology systems present messaging materials to CDL holders through available integrations (e.g., email postscripts, success page notice, etc.)
- ☐ Send targeted email notices to CDL holders informing them of the course
- ☐ Display messaging materials on targeted sections of the court's website

Social Media

- ☐ Connect with staff responsible for social media posting (social media manager or communications team) to establish posting schedule
- ☐ Use well-timed social media posts to align with awareness efforts:
 - ☐ January: National Human Trafficking Prevention Month
 - ☐ January 11: National Human Trafficking Awareness Day
 - ☐ July 30: World Day Against Trafficking in Persons
- ☐ Monitor comments and messages to engage with inquiries or feedback

Courthouse Messaging/Physical Signage

- ☐ Display messaging materials in high-traffic areas (entrances, waiting rooms, public spaces, etc.) to maximize audience reach
- ☐ Display messaging materials in targeted locations where CDL holders are likely to see it (e.g., clerk counters, traffic court areas)
- ☐ Provide messaging materials to public-facing staff (e.g., counter clerks, SRL staff) to disseminate to identified CDL holders
- ☐ Ensure well-timed display of signage, particularly during awareness periods:
 - ☐ January: National Human Trafficking Prevention Month
 - ☐ January 11: National Human Trafficking Awareness Day
 - ☐ July 30: World Day Against Trafficking in Persons

Timing of Implementation

Courts are encouraged to promote the course and incorporate its use at various CDL holder touchpoints as soon as possible. Due to the numerous touchpoints where CDL holders engage with the court, an incremental or phased rollout is a viable implementation strategy. Courts may focus their initial efforts on touchpoints that are easier to implement while working towards full implementation among all its identified touchpoints.

Significant Dates

January is National Human Trafficking Prevention Month, and January 11 is National Human Trafficking Awareness Day. Both observances are recognized annually in the United States to help raise awareness of this grave issue. July 30 is World Day Against Trafficking in Persons and was established by the United Nations to help bring worldwide attention to this global issue.

By publicizing the course and the court's efforts surrounding this initiative on these significant dates, courts can further underscore the importance of this issue and demonstrate that the fight against human trafficking is a collective effort undertaken by organizations and individuals worldwide. Promoting the course during these key observances not only aligns with broader efforts to combat human trafficking but also provides a powerful platform for amplifying the message of complementary campaigns for even greater awareness.

Implementation Touchpoints

This section identifies various touchpoints where CDL holders interact with the court. It is recommended that each court identify the touchpoints at which its court can most effectively implement outreach to CDL holders. The touchpoints listed here have been divided into four primary sections: Judicial Officers, Prosecutors, Internet Messaging, and Courthouse Messaging. It should be noted that these touchpoints are not exhaustive of all the areas and instances where CDL holders may engage with the court. The court is encouraged to make use of additional opportunities at its disposal to ensure broad promotion and adoption of the course.

Judicial Officers

Involving judicial officers in this initiative is paramount to gaining significant course completions among CDL holders. Judicial officers command the undivided attention of those who appear before them in a court case and wield significant influence over the operations of their court. Every effort should be made to inform judicial officers of this initiative and how they can incorporate the course into their interactions with CDL holder defendants.

Condition of Sentence/Probation/Supervision

Each state has unique statutes, regulations, and sentencing guidelines. The authority judges have and the sentencing alternatives they can impose, particularly court-ordered training, can vary widely across jurisdictions. Some states have detailed laws specifying the types of courses that can be required as part of a sentence and the procedures for implementing them. In contrast, other states give judges more flexibility to customize sentences based on individual circumstances.

Where judicial discretion allows, judges can require CDL holders to complete this course as a condition of probation or sentence. Completing this course can serve as a form of community service, allowing CDL holders to acquire new knowledge and increase their ability to identify and report instances of human trafficking within their local communities. By providing the course as part of a community service requirement, the court not only contributes to raising awareness of this issue but fosters the outlook that fighting human trafficking benefits the community at large.

If state laws or regulations prohibit judges from requiring CDL holders to complete this course, where judicial discretion exists, judges may consider offering the course as a way for CDL holders to reduce their court-ordered fine or community service requirement. With this approach, CDL holders would freely complete the course to avoid paying the full fine or to reduce their community service hours. In addition to offering CDL holders a chance to save money or time, judges would also be providing these individuals with the opportunity to gain education and awareness about human trafficking while still holding them accountable for their actions. It is important to note that completion of the course cannot serve to reduce any charges of any traffic control violations that would result in masking (49 CFR § 384.226).

No Human Trafficking on Our Roads Act

This course informs CDL holders about the No Human Trafficking on Our Roads Act, which imposes a lifetime ban on operating a CMV for anyone convicted of using a CMV in the commission of a felony involving a severe form of human trafficking. By educating CDL holders about this significant penalty, the course aims to help reduce CDL holder involvement in this heinous crime.

Bench Card

A bench card is available that provides essential information to assist judges in requiring or recommending the human trafficking awareness course for CDL holders. The bench card outlines details about the course, addresses the importance of a comprehensive approach

to combating human trafficking, and highlights the benefits the training can provide to CDL holders and the local community. Additionally, the bench card can serve as a valuable educational tool during conference sessions and workshops, complementing presentations and discussions about the course and the issue of human trafficking.

To download the bench card, please refer to the Implementation Resources section.

Judicial Influence

Judges wield considerable influence over the actions of their court. Therefore, a judge's support and adoption of this course, along with their recommendation to others, can play a significant role in the course being used throughout their local court and the greater court community.

Prosecutors

As key justice partners of the court, prosecutors can play a substantial role in implementing this initiative. Prosecutors often have direct contact with CDL holder defendants through a court case. The plea negotiation process provides an excellent opportunity for prosecutors to incorporate the course into their offerings.

Part of the Plea Agreement

As part of a plea agreement, a prosecutor can include a condition that requires the CDL holder to complete the human trafficking awareness course. The condition could be negotiated between the prosecutor and defense attorney, with the prosecutor ensuring compliance with the agreed-upon terms. It is important to note that completion of the course cannot serve to reduce any charges of any traffic control violations that would result in masking (49 CFR § 384.226).

Recommendation to Defense Counsel

Prosecutors can recommend that defense counsel encourage their CDL holder clients to complete the course as a proactive step to demonstrate contrition for the charge(s) they are facing. The course can also be positioned as a means for defendants to demonstrate to the court that they are actively working to improve their ability to contribute positively to the community. It is important to note, however, that completion of the course cannot serve to reduce any charges of any traffic control violations that would result in masking (49 CFR § 384.226).

Condition of Sentence/Probation/Supervision

In the absence of an agreement between the prosecutor and defense, prosecutors can request that the judge include the human trafficking awareness course as a condition of probation or sentence.

Completing this course can serve as a form of community service, allowing CDL holders to acquire new knowledge and increase their ability to identify and report instances of human trafficking within their local communities. By offering the course as part of a community service requirement, the court not only contributes to raising awareness of this issue but fosters the outlook that fighting human trafficking benefits the community at large.

This human trafficking awareness course empowers CDL holders to play an active role in combating human trafficking within their local communities. Through completion of the course, CDL holders can cultivate empathy and a profound sense of duty to address human trafficking.

Reference Guide

A one-page reference guide is available that provides essential information to assist prosecutors in including the human trafficking awareness course in plea negotiations with CDL holders. The reference guide outlines details about the course, addresses the importance of a comprehensive approach to combating human trafficking, and highlights the benefits the training can provide to CDL holders and the local community. Additionally, the reference guide can serve as a valuable educational tool during conference sessions and workshops, complementing presentations and discussions about the course and the issue of human trafficking.

To download the reference guide, please refer to the Implementation Resources section.

Internet Messaging

Utilizing internet-based communication channels to promote the course offers a cost-effective and efficient way to reach CDL holders interacting with the court. These channels extend beyond the courthouse walls, providing broad reach and allowing for targeted and timely message delivery directly to CDL holders. Internet messaging allows CDL holders to take immediate action and conveniently respond to the message.

For templates to assist with implementing the following touchpoint communications, please refer to the Implementation Resources section.

Online Court Systems

Courts can use the messaging components inherent within their public-facing online systems to inform CDL holders of the course. When CDL holders complete an online process, such as paying for court fines, fees, or other obligations, the court can include information about this human trafficking awareness course on the success page or in the receipt users are presented with at the conclusion of the process. Depending on the capabilities afforded by the court's online systems, information promoting the course can take a variety of formats, from a full landing page to a brief message and link directing them to the course. Messaging pertaining to the course can be incorporated into a court's Online Dispute Resolution (ODR) system and presented to users identified as CDL holders. Where permitted by law, courts may consider requiring or offering the course as a component of a CDL holders' agreement to plead responsible for a particular charge. Additionally, courts may consider allowing CDL holders to complete the course in lieu of payment of court fines, either in part or in whole.

Court's Website

A court's website is a valuable public-facing platform for communicating with its audience. Website announcements, news updates, or educational resources can be utilized to promote the human trafficking awareness course.

The court website could feature a dedicated landing page to effectively publicize the course for CDL holders. This page could serve as a comprehensive source of information regarding the course, including its objectives, advantages, and registration instructions.

Social Media

Social media platforms such as Facebook, X (formerly known as Twitter), LinkedIn, and Instagram allow courts to promote the course to their online followers. Social media posts can meet the audience where they are, as the message can appear in an individual's feed even when they are not actively seeking it out. Social media allows the court's audience to easily re-share the message to their network, thus increasing reach and engagement.

Email Postscripts

Leveraging the email messages currently employed to communicate with CDL holders about their upcoming cases or other business with the court presents a valuable opportunity to promote the human trafficking awareness course. Many online systems can include a customizable message at the end of an email. This customizable email area can

seamlessly integrate an awareness message with a direct link to the course, enabling CDL holders to access the course effortlessly.

Courthouse Messaging

The physical space of the courthouse offers a unique opportunity to reach a captive audience. Placement of messaging at specific locations within the courthouse where CDL holders are likely to visit provides a highly targeted communication opportunity. Additionally, courthouse visitors often have extended waiting periods, creating an ideal environment for them to be exposed to and engage with the material.

For templates to assist with the following touchpoint communications, please refer to the Implementation Resources section.

Self-represented Litigants (SRL) Assistance Staff

Self-represented litigants (SRL) assistance staff provide guidance, information, and support to self-represented litigants. When SRL staff assist litigants who are CDL holders, they can be encouraged to inform them of the initiative and provide them with information on the course.

Signage at Counter

Signage at a counter serves as a powerful tool to convey information to a captive audience while requiring no added intervention from court staff. When people are standing in line or waiting at a counter, they are often looking for something to occupy their attention. Physical signage can be strategically placed at the counter to fulfill this need while providing valuable exposure for the course.

Flyers/Rack Cards

Flyers and rack cards offer tangible and readily accessible information about the human trafficking awareness course. They can be strategically placed at convenient locations within the courthouse, making them easily accessible for visitors as they enter or exit. Additionally, court staff may distribute them directly to individuals. These materials are designed for people to take with them and potentially share with others, thus extending their reach beyond the courthouse walls. Furthermore, their portability allows them to be relocated to different areas as needed.

Digital Signage

A key benefit of digital signage is its ability to provide real-time updates and disseminate information efficiently. Digital signage can serve as a versatile and impactful platform, particularly in high-traffic areas of the court, where these displays often command significant attention. Using digital signage to publicize the course enables the court to prominently communicate this initiative to the public with minimal effort from court staff. Additionally, digital signage allows for convenient updates to the messaging.

Implementation Resources

Please visit <https://www.ncsc.org/cdlhtainfo> to access resources specifically created for courts to implement this human trafficking awareness initiative.

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