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Not Alone Campaign Increases Awareness and Encourages Seaports to Aid Human Trafficking Victims

Seattle, WA – This January, in honor of National Human Trafficking Awareness Month, seaports across the United States are raising awareness about the issue of human trafficking through the *Not Alone* awareness campaign. This month, the nonprofits Businesses Ending Slavery and Trafficking ([BEST](#)) and the American Association of Port Authorities ([AAPA](#)) are rolling out multi-lingual human trafficking awareness signs to 76 U.S. seaports. This outreach campaign is funded through U.S. Department of Transportation's [Combatting Human Trafficking in Transportation Impact Award](#), which BEST and AAPA received. The *Not Alone* campaign aims to raise awareness about the prevalence of human trafficking in the maritime industry through more employee education about the indicators of human trafficking and helping victims know who to contact for help.

“The United States has an extensive network of seaports and marine terminals that serve as crucial transportation hubs for international trading and transportation. However, with this bustling activity comes the potential risk of human trafficking,” explains Kirsten Foot, PhD, CEO & Executive Director for Businesses Ending Slavery and Trafficking.

“Seaports have a diverse workforce, and people from around the world move through their numerous entry and exit points daily. This creates an environment where trafficking can easily go unnoticed. That’s why BEST and AAPA are pleased to use the funds from this award to place human trafficking awareness signs in strategic locations throughout port authorities all across the country,” says Foot.

Human trafficking is a global problem, affecting millions of lives. It thrives in the shadows, driven by exploitation, coercion, and despair. But the first step in eradicating human trafficking is to raise awareness about its prevalence and detrimental impact. When more seaport employees are informed about human trafficking, they can help identify signs, report suspicious activities, and take the necessary actions to help victims. Additionally, when victims of human trafficking see awareness signage posted in places they

frequent, they can understand they are in a safe place where they can ask for and receive help to stop abuse and exploitation.

“In solemn recognition of Human Trafficking Awareness Month, AAPA is partnering with BEST to help lead the *Not Alone* campaign,” stated Cary Davis, CEO and President of AAPA. “We're creating tools and awareness to help prevent human trafficking.”

BEST and AAPA are pleased to assist more port authorities raise awareness about the crime of human trafficking, and to help more seaport employees learn how to recognize the indicators of human trafficking. This National Human Trafficking Awareness Month the *Not Alone* campaign is sending a powerful message to both seaport staff and potential victims: You are not alone in this fight.

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About Businesses Ending Slavery and Trafficking

Businesses Ending Slavery and Trafficking (BEST) is a Seattle-based nonprofit organization with the mission to educate employers to prevent human trafficking and create pathways to employment for survivors. BEST is the first organization in the country dedicated entirely to working with employers to disrupt human trafficking. BEST has provided consultation and training to hundreds of employers on how to prevent human trafficking. For more information visit www.bestalliance.org.

About the American Association of Port Authorities

The American Association of Port Authorities (AAPA) is the unified voice of port leaders and maritime industry partners across the Western Hemisphere who serve a vital role in job-creation, international competitiveness, and economic prosperity. Connecting small business owners, retailers, and manufacturers to the global marketplace, AAPA member organizations sustain 31 million jobs and 26 percent of the U.S. economy, and advocate for national policies and infrastructure investments in support of a resilient global supply chain and a positive impact on the way people live, work, travel, and engage in commerce.