

Plan of Action

“LOST IN CRISIS”

The Vulnerable Unforgotten Coronavirus Victims of COVID-19



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Introduction and Background of the Current Problem

▶ The Unforgotten Victims in COVID19.

- ▶ Victims of Human Trafficking, are the most vulnerable population in a crisis where millions could be infected. Just as regular businesses are closing and slowing down, the pandemic doesn't just effect the general population, and the average people and families most people think of.
- ▶ There is also the underground trafficking rings that freely operate, with their workers in the “margin of society,” often overlooked, ignored or excluded. This includes:
 - ▶ Illegal activities at Massage Parlors
 - ▶ Pimp Controlled Home Brothels
 - ▶ Familial Sex Trafficking: the selling of children and teens my family members,
 - ▶ Homeless teen victims
 - ▶ High-risk Domestic Servitude Victims, Construction Labor Trafficking, Nail Salon workers, Restaurants back of the house staff and Farm Labor Trafficking Victims.

HORRIBLE RESULTS:

What happens to victims when the money of pimps and traffickers dries up?

Victims and the invisible are killed, addicted, cast away or sold to other traffickers and forced into more prostitution creating a longer and deeper exposure to even more hell if it is possible. Sold to S&M abusers and other sects.

NO VIABLE SAFETY NET is in place in such a virus crisis
WHAT DO THE VICTIMS DO and WHERE CAN THEY TURN?

Stimulus package is a new plus.

ECONOMICS IS ABOUT PEOPLE, POTENTIAL AND OPPORTUNITY. WHEN OTHERS ARE AFRAID, THEY GIVE LESS AND FOUNDATIONS THAT HOLD A NATION IN BALANCE BY CARING FOR THOSE IN TRAUMA OF ANY KIND FROM TRAFFICKING TO HOMELESSNESS, POVERTY OR OTHER CHALLENGES ARE OFTEN FORGOTTEN WHILE FOR PROFIT COMPANIES BENEFIT.

LOCKING THE HANDS OF ABUSERS WHILE STRENGTHEN & PREVENTING VICTIMS AND COMMUNITIES FROM FURTHER DEMISE MEANS THAT NOT FOR PROFITS NEED TO BE PART OF THE STIMULUS

NO VIABLE COLLECTIVE SAFETY NET for displaced victims is in place in such a virus crisis WHAT DO THEY DO and WHERE CAN THEY TURN? This remains a challenge.



OUTBREAK SITUATION:

**Coronavirus disease (COVID-19) outbreak situation in 190
Countries, areas or territories with cases
Updated : 24 March 2020, 01:51 GMT+5**

**Confirmed cases
334,981**

**Confirmed deaths
14,652**

**Updated : 24 March 2020, 01:51
GMT+5**

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GMT+5**



SOLUTION OF CURRENT PROBLEM:

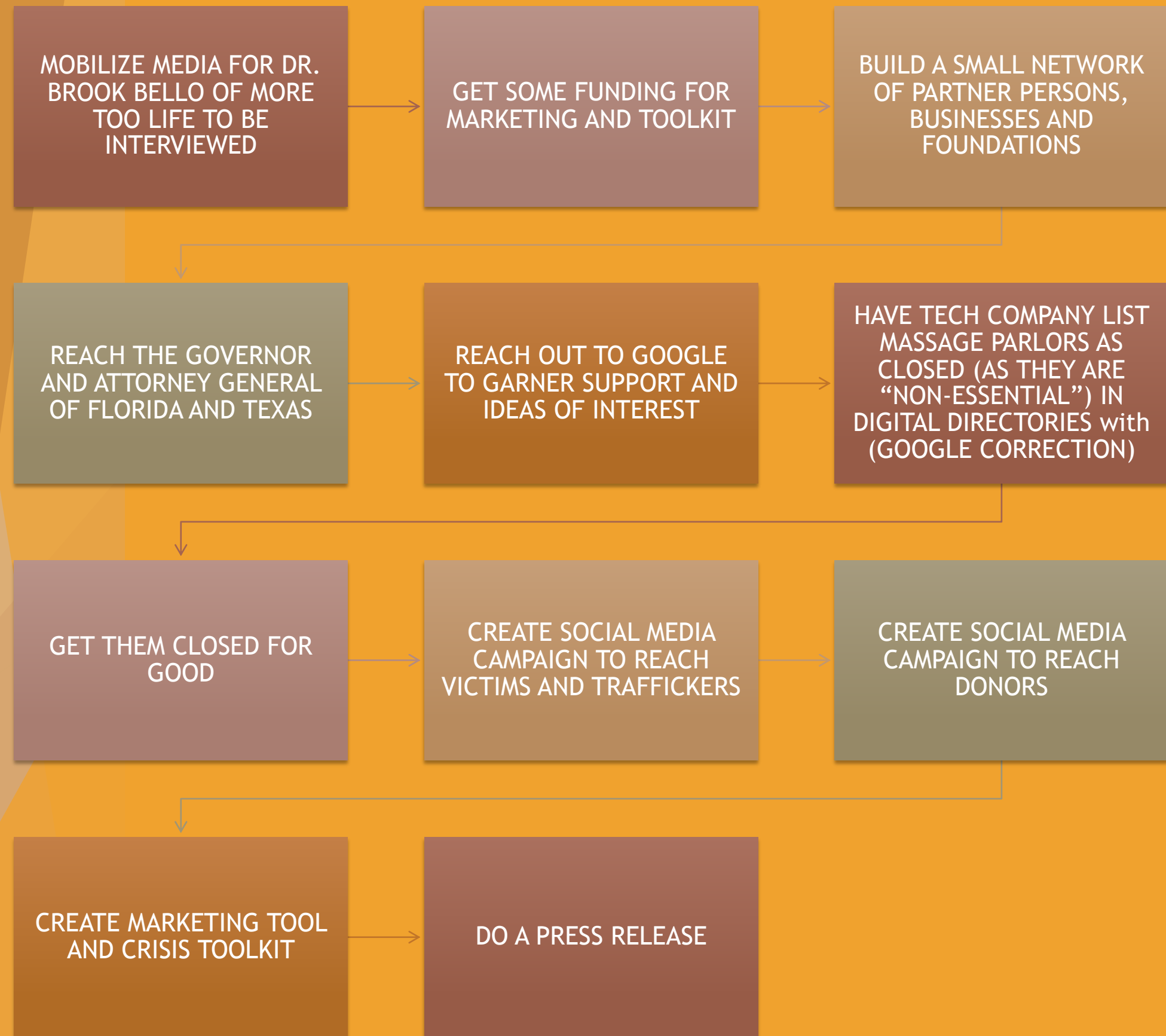
- ▶ A human centered design of social consciousness to provide an urgent process is needed.

CLOSE NON-ESSENTIAL BUSINESSES:

- ▶ ILLEGAL MASSAGE PARLORS
- ▶ STRIP CLUBS WITH KNOWN VICTIMIZATION
- ▶ MOTELS THAT SELL ROOMS BY THE HOUR

When airlines, travel, hotels, and other establishments where human trafficking rings thrive, how will they treat the victims, including the most vulnerable children, teens and teen runaways, women and non-binary persons when the network and operations can't flourish?

ACTIONS STEPS:



WHY:

- ▶ REDUCE THE SPREAD OF THE VIRUS
- ▶ REDUCE THE NUMBER OF VICTIMS
- ▶ REDUCE THE NUMBER OF ABUSED, TRAFFICKED AND HARMED CHILD VICTIMS



LINE OF ACTION:



1 Define Target Audience

Age, Gender, Location, Income and Education
Use **Alexa** and **Google Adwords** for Research



2 Research Buyer Persona

Use **MakeMyPersona.com** for Persona Creation



3 Research Influencers

Use **BuzzSumo** for Research



4 Identify Social Media Platforms used by Buyer Persona

Use **BuzzSumo** and **Ahrefs** for Research



7 Create a Content Bank

Blog Posts, Videos, Pictures, Infographics & Quick Tips



8 Engage and Build Relationships



9 Maintain a Consistent Content Publishing Cycle



10 Invest on Getting More Social Followers; Share Expert's Content

The Power of Social Media



92%

of Marketers said Social Media is important to their Businesses



97%

of Marketers are using some form of Social Media Marketing

74%

of Adult Internet Users Utilize Social Media



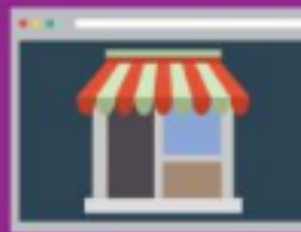
64%

of Sales Teams who use Social Media Reach their Sales Quotas



55%

of all Buyers use Social Networking to Research a Product



61%

of B2B Marketers use Social Media Networks to Build Leads

31%

of Overall Traffic to Websites is Driven by the Top 8 Social Networks



At the Beginning of 2016, there were

4.2 BILLION

Active Monthly Social Media Users on the Top 8 Social Networks

- ▶ Dr. Brook Parker-Bello is an author, actress, ordained minister and survivor champion against human trafficking, and the Founding CEO of More Too Life, Inc, an Open Doors Outreach Network Provider. She is also the Founder of Youthiasm® a faith-based ministry to ignite empathy and honor. She is the author of several successful books and educational curriculums aimed at the prevention of sexual exploitation and gender-based violence in the 21st century related to digital integrity as well as the Legacy of Fatherhood. Dr. Bello has spoken alongside presidents, prime ministers, and fellow change-makers, at universities, large conferences and federal agencies. Aside from holding a Ph.D. in Pastoral Clinical Counseling, she was recognized with the Lifetime Achievement Award from President Barack Obama and White House, the Advocate of the Year Award from Florida's Attorney General Pam Bondi and Governor Rick Scott, named by United Way Worldwide as a Hero for her work and most recently was named by Google as a Google Next-Gen Policy Leader 2017-2020. She is the creator of "Coming Home" an interactive app and adaptable online mentoring management system for anyone who needs mentoring, case management or supportive resources. Recently, Dr. Bello has partnered with Chance Glasgow, co-creator "Call of Duty" Carlos Wallace and Danny Tolbert to launch "VR EVAL" and the worlds first VR/AI Machine Learning Platform for interviewing questioning and providing counseling in a virtual environment that relaxes all the senses and transports the users. The purpose is the human need for anonymity for victims of sexual violence, trafficking or any trauma to feel safe. Also the ability to avoid racial and other biases common in todays world as interviews are done via avatar. To know more about Dr. Brook Parker-Bello, please visit her websites at moretoolife.org and the legacyoffatherhood.com.
- ▶ David Arkless is CEO and founder of his own consulting company, Ark Light Consulting Ltd. Between 1992 and 2013, he was employed at ManpowerGroup, and was president of global corporate & government affairs. Prior to this, he worked for Hewlett-Packard and thereupon founded his own consulting company, Caden Corporation.[3] Arkless is a regular advisor to the US Department of State, and various EU departments, also he serves as both board member and corporate committee member of CIETT, the international confederation of private employment agencies. Since May 2010, Arkless has worked as vice president of the China International Council for the Promotion of Multinational Corporations (CICPMC) in Beijing. As one of the founding members of the Global Agenda Council on the Skills Gap, Arkless is a regular participator in the World Economic Forum In 2011, he became president of the End Human Trafficking Now organization.



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