



The Centre
Canadian Centre to
End Human Trafficking.

Help End Labour Trafficking: Digital Toolkit

Labour trafficking is a serious issue in Canada, especially for migrant workers who are at higher risk due to precarious immigration status, isolation and language barriers. While many migrant workers experience a welcoming opportunity with fair pay, safe accommodation and working conditions, far too many do not.

Migrant workers need better access to accurate information. Not knowing their rights, who to trust, or where to go for help are significant barriers to overcome. Unfortunately, it can be difficult to reach migrant workers, as most information flows through their employers or government agencies and is not in their native language.

To help bridge this gap, The Canadian Centre to End Human Trafficking (The Centre) is launching a campaign to reach migrant workers directly and we are asking for your assistance to help raise awareness. Our initiative supports migrant workers being exploited and/or at risk of labour trafficking by informing them of their rights. We also highlight the [Canadian Human Trafficking Hotline](#) (1-833-900-1010) as a resource if they are being exploited, have questions about labour trafficking, or are curious about supports or services that may be accessible to them.

This year, our campaign focuses on migrant workers in the agricultural sector. However, we hope our messaging resonates with any worker experiencing violence, abuse or exploitation.

The campaign includes the following:

- **Advertisements on social media** – predominantly Facebook and Instagram – in English and Spanish.
- **Public digital advertising** in English, Spanish and French placed around key gathering spots in communities with a high concentration of agricultural migrant workers.

How You Can Help

We are providing this Digital Toolkit with the hope that you will share this important information in your community; raise awareness of labour exploitation and trafficking; inform workers of their rights; and show workers they are not alone, and that support is available.



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Please see the following links to various campaign elements:

- **Backgrounder on The Centre** – information about us and the Canadian Human Trafficking Hotline. [LINK](#)
- **Social Media Assets and Sample Captions** – you can share advertisements, sample captions, and hashtags on your social media channels. [CAPTIONS](#) and VISUAL ASSETS ([1](#), [2](#), [3](#), [4](#), [5](#))
- **Posters** – versions of our public digital advertisements aimed at migrant workers. These posters can be printed for your bulletin boards, walls or windows and posted in key gathering places for migrant workers in your community. Please ensure you have the necessary approvals for any public postings. LINKS: ([1](#), [2](#), [3](#), [4](#), [5](#))
- **Information Cards** – small and discreet, these cards include the number for the Hotline and can be ordered for free from The Centre and delivered to your organization. [LINK](#)
- **"It Happens Here"** – our latest report compiled in collaboration with FCJ Refugee Centre and Legal Assistance of Windsor (LAW), summarizes findings from focus group discussions with migrant workers in early 2022. [LINK](#)
- **Media Materials** – news releases and visuals from our labour trafficking public education outreach timed around National Human Trafficking Awareness Day in February 2023. [LINK](#)
- **Fact Sheet** – critical information on this issue and survey statistics on how Canadians view labour trafficking. [LINK](#)
- **The Centre Website/Human Trafficking Resources** – our website offers information on human trafficking in Canada and our work in this area, as well as general resource material to help propel your work on a community level. [LINK](#)

We hope you find the information useful. Thank you in advance for helping us raise awareness of this issue and for sharing the Hotline number. Only by joining together can we stop human trafficking and transform Canada into a true land of opportunity for everyone, including our essential migrant workers.

If you have any questions, comments or concerns, please email me at executivedirector@ccteht.com.

Sincerely,

Julia Drydyk

Julia Drydyk
Executive Director
Canadian Centre to End Human Trafficking



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About The Canadian Centre to End Human Trafficking

The Canadian Centre to End Human Trafficking is a national charity dedicated to ending all types of human trafficking in Canada. Human trafficking is a sophisticated, organized crime occurring in Canada at shocking levels. The Centre has been established as the national “backbone” organization working on this issue. The Centre collaborates and works with the various stakeholders dedicated to this issue, including all levels of government, private sector businesses and front-line service providers to advance best practices and eliminate duplicate efforts across Canada.

The Centre’s mission is to end human trafficking for the purpose of sexual and labour exploitation in Canada by providing strength and support to stakeholders. They do this through collective action, by creating opportunities to connect and learn from one another and by building capacity, on all levels, to end this abhorrent crime in Canada.

For more information on The Centre, please visit:

www.canadiancentretoendhumantrafficking.ca



Canadian
Human
Trafficking
Hotline

Ligne d'urgence
canadienne
contre la traite
des personnes

About The Canadian Human Trafficking Hotline

In 2019, The Centre launched the Canadian Human Trafficking Hotline, a 24/7, confidential, multi-lingual service that can be accessed via phone, chat, webform, and email. The Hotline connects victims and survivors with social services, law enforcement, and emergency services. The public can also call the Hotline to share tips regarding human trafficking.

The Hotline is anonymous, operates 365 days a year, and offers services in over 200 languages. It is independent of the police and government, and partners with over 900 service providers nationwide, allowing callers to connect with localized expertise and services. To reach the Hotline, call 1-833-900-1010.

For more information on the hotline, please visit:

<https://www.canadianhumantraffickinghotline.ca/>



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Social Media Assets and Sample Captions

Please see below for social media assets and sample captions that can be adapted for your social media platforms to help amplify the message with your network.

Example visual assets. Click [HERE](#): ([1](#), [2](#), [3](#), [4](#), [5](#)), for downloadable versions.



INSTAGRAM/FACEBOOK

We're proud to support the Canadian Centre to End Human Trafficking's first-of-its-kind #LabourTrafficking campaign aimed at migrant workers.

This is a serious issue in Canada. @ccteht is informing workers of their rights and freedoms and raising awareness of The Canadian Human Trafficking Hotline (1-833-900-1010): a 24/7, confidential service that connects victims and survivors with essential resources.

Please check the link in bio for more details.

#EndHumanTrafficking #LabourTrafficking #HumanTrafficking #HumanRights #CanadianLabour

LINKEDIN

XXX (ORGANIZATION) supports the new campaign from the Canadian Centre to End Human Trafficking. This initiative informs migrant workers of their rights and promotes the Canadian Human Trafficking Hotline (1-833-900-1010), a confidential, multilingual service that connects victims and survivors with essential resources.

Every year, hundreds of thousands of migrant workers come to Canada to provide our nation with essential help that fuels our economy. While many are treated fairly, a growing number of workers are not. Labour trafficking is a serious issue, and while anyone can be a victim, migrant workers are at a higher risk due to precarious immigration status, isolation and language barriers.

Learn more [here](#).

#EndHumanTrafficking

The Canadian Centre to End Human Trafficking
253-110 Cumberland Street, Toronto, ON, Canada M5R 3V5
ccteht.ca



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TWITTER

- Our **@HANDLE** team supports the new campaign from @thecanadiancntr that raises awareness of #LabourTrafficking and the Canadian Human Trafficking Hotline (1-833-900-1010). This is a serious issue, but those most at risk often don't know where to get help. Learn more: <https://bit.ly/3BGxUlv>
- Canada's migrant workers are at risk of #LabourTrafficking. **@HANDLE** supports @thecanadiancntr campaign that's sharing workers' rights and promoting the Human Trafficking Hotline (1-833-900-1010). Learn more: <https://bit.ly/3BGxUlv>
- We support @thecanadiancntr in its efforts to spread awareness of the dangers of #LabourTrafficking and promote The Canadian Human Trafficking Hotline (1-833-900-1010), a confidential 24/7 multilingual service for victims and survivors. Learn more here: <https://bit.ly/3BGxUlv>

Posters

Posters are versions of our public digital advertisements aimed at migrant workers. These posters can be printed for your bulletin boards, walls or windows and posted in key gathering places for migrant workers in your community. Please ensure you have the necessary approvals for any public postings.

Example posters. Click [HERE](#): ([1](#), [2](#), [3](#), [4](#), [5](#)), for downloadable versions.





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Outreach Cards for Distribution to Migrant Workers

Please contact executivedirector@ccteht.com to order outreach cards that can be distributed to migrant workers in your community. Cards are discrete and provide the number for the toll-free Canadian Human Trafficking Hotline (1-833-900-1010). Outreach cards are linked [HERE](#).

Example outreach card (double-sided):



1.833.900.1010



canadianhumantraffickinghotline.ca

It Happens Here Report

To access the “It Happens Here” Report, please click [HERE](#). The report, compiled in cooperation with FCJ Refugee Centre and Legal Assistance of Windsor (LAW), summarizes findings from focus group discussions with migrant workers in early 2022.



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Media Materials

Canada is Not the Land of Opportunity for Everyone: New Research Reveals a Nation Shockingly Unaware of Labour Trafficking

*Canada's food security depends on migrant workers,
yet they are at the highest risk of Labour Trafficking*

Toronto, Ontario – February 9, 2023 – Every year, hundreds of thousands of migrant workers come to Canada, believing it to be “a land of opportunity.” They provide the nation with an essential labour force that fuels our economy. These workers expect to be treated fairly by their employers. While many are, a growing number of migrant workers, particularly those who help grow and harvest our food, are not. Eighty-five percent of Canadians believe migrant workers come to Canada for better living and working conditions*, however in reality, many leave their home country only to face false promises, intimidation, and abuse.

Labour trafficking is a serious issue in Canada. While anyone can be a victim of labour trafficking, migrant workers are at higher risk due to precarious immigration status, isolation, and language barriers. New research by [The Canadian Centre To End Human Trafficking](#) (The Centre) – a national charitable organization dedicated to ending human trafficking – reveals that despite the pervasiveness of labour trafficking, more than half of Canadians (55 percent) either don't believe or don't know that it is a major issue in Canada. This lack of knowledge exacerbates the problem.

“Trafficked persons are lured to Canada with promises of good-paying jobs, and access to opportunities for themselves and their families. However when they arrive here, they are forced to work long hours under unsafe and very poor working conditions for little or no money,” explains Julia Drydyk, Executive Director, The Canadian Centre to End Human Trafficking. “These workers often don't realize they have rights. Many feel threatened and isolated, so they do as they are told. We know Canadians want to help – 93 percent of Canadians support the fair treatment of migrant workers – but we also know that 85 percent don't know how to make a difference. Being able to identify labour trafficking is the first essential step to stopping it.”

This National Human Trafficking Awareness Day (February 22), The Centre is informing Canadians about the issue of labour trafficking and announcing an upcoming educational campaign aimed at migrant workers. Launching in April when seasonal work begins, the multi-faceted campaign will help migrant workers understand their rights and raise awareness of The Centre's [Canadian Human Trafficking Hotline](#).



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The Canadian Human Trafficking Hotline is a confidential, multi-lingual service available in more than 200 languages, 24/7. It helps victims, survivors, those at-risk and those concerned about labour and sex trafficking connect with vital services.

**If you suspect that you or someone you know may be being exploited call
1-833-900-1010 or reach out via chat or webform at www.canadianhumantraffickinghotline.ca**

Canada's Food Security Depends on Migrant Workers

Labour trafficking can occur in almost any industry, from construction to hospitality. Annually, the agricultural sector employs the most temporary foreign workers, with general farm workers making up 56 percent of this workforce, followed by nursery and greenhouse workers at 15 percent¹. Migrant workers in agriculture are more vulnerable to exploitation due to language barriers and isolated working or living conditions.

Canadians value our agricultural industry; 96 percent of those surveyed believe it's important to support Canadian farming, and another 96 percent believe Canadians deserve access to affordable, nutritious food. What many don't realize is that Canada's food security rests on the backs of migrant workers, therefore it is not only compassionate, but essential that we support this vital workforce.

Three Steps Towards a Solution

Step 1: Educate Yourself

Labour traffickers – including recruiters, contractors, employers and others – can coerce people to work against their will by using violence, threats, lies and 'debt bondage'. Those being trafficked often:

- Live in substandard living accommodations that present health and safety concerns
- Complete work outside of their contractual terms
- Have their pay reduced or held back by their employer
- Pay for services (i.e. travel to Canada) that employers are legally required to cover
- Receive threats of deportation if they speak up or advocate for their rights
- Have their passports and/or other legal documentation taken away
- Face discrimination from their employer

¹ Employment and Social Development Canada's (ESDC) Labour Market Information Assessment (LMIA) System. Data from January to June 2022.



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Our lack of understanding as a nation allows labour trafficking to thrive, so education is essential. The research revealed some common misperceptions:

- 43 percent of Canadians believe that labour trafficking requires illegally smuggling workers across borders. Another 25 percent don't know if that's the case. In reality, many victims come to Canada through legitimate pathways.
- 61 percent of Canadians believe or don't know if migrant workers must pay a portion of their salary back to their employer, to cover the cost of bringing them to Canada. This is illegal, yet many traffickers demand "debt repayments" and steal wages from unsuspecting workers.

Learn more about the issue at [The Centre's website](#).

Step 2: Know the Signs

Call the Canadian Human Trafficking Hotline if you or people you know:

- Are being controlled by others and escorted at all times.
- Have had a passport or ID documents confiscated by an employer.
- Express fear and intimidation through facial expressions or body language.
- Have bruises or other signs of physical abuse, including malnourishment.
- Lack basic medical services or are being denied services by an employer.

Find a more robust list of signs of human trafficking at [The Centre's website](#).

Step 3: What Can you Do to Make a Difference? Speak Up and Share the Canadian Human Trafficking Hotline

Oftentimes, victims of labour trafficking may be unaware of their rights or may have been intentionally misinformed so that they don't seek help. If you feel something isn't right, speak up and encourage those at risk to call the Hotline at **1-833-900-1010**.

Independent of the police or the government, the Hotline has specialized protocols and partners with over 900 service providers nationwide, allowing staff to connect callers with localized expertise and services that meet their unique needs, such as legal clinics, legal services and migrant rights networks. The Hotline may also offer additional referrals to community partners equipped to meet basic housing needs, food, clothing, etc. Change truly can begin with just one call.

"For a large majority of migrant workers, not knowing who to trust, where to go, and how to access information about their rights are major barriers," adds Ms. Drydyk. "Lack of knowledge leaves migrant labourers susceptible to exploitation. And lack of knowledge on the part of Canadians



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allows this abuse to flourish. As a nation that depends on these essential workers, we need to do better.”

About The Canadian Centre to End Human Trafficking

The Canadian Centre to End Human Trafficking is a national charity dedicated to ending all types of human trafficking in Canada. In 2019, the organization launched the Canadian Human Trafficking Hotline, a 24/7, multi-lingual service that can be accessed via phone, chat, webform, and email. The Centre also operates as the national “backbone” organization working on this issue, working with governments, companies and service providers to facilitate collaboration, identify best practices, and advance change towards ending trafficking in our country. For more information on The Centre, please visit www.canadiancentretoendhumantrafficking.ca.

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For more information, or to speak with a representative from The Canadian Centre to End Human Trafficking, please contact:

Danee Wilson, Strategic Objectives,
Tel: (437) 917-9445; Email: dwilson@strategicobjectives.com

Aziz Froutan, Communications Manager, The Canadian Centre to End Human Trafficking,
Tel: 647-714-2527; Email: afroutan@ccteht.ca

* *Survey Methodology: Survey of Canadian adults (n=1,514). In-field: January 24 – 26, 2023. Margin of error: +/- 2.5 percentage points at a 95% confidence level. The sample was balanced and weighted on age, gender, region and education.*



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Canada is not the "Land of Opportunity" for Everyone: EDUCATION IS KEY TO CHANGE

Labour trafficking is a serious issue in Canada. While anyone can fall victim, migrant workers are at higher risk due to precarious immigration status, isolation, and language barriers. Every year, hundreds of thousands of migrant workers come to Canada believing it to be "a land of opportunity", providing our nation with a vital workforce that fuels our economy.

The food security of our nation is contingent on these workers. As Canadians, it's not only the right thing to do, but essential we speak up to make a difference.

The Canadian Human Trafficking Hotline can help.

The Canadian Human Trafficking Hotline is a confidential, multi-lingual service available in more than 200 languages, 24/7. It helps victims, survivors, those at-risk and those concerned about labour and sex trafficking connect with vital services.

Call **1-833-900-1010** if you suspect that you or someone you know may be being exploited, or reach out via chat or webform at www.canadianhumantraffickinghotline.ca

New research* by The Canadian Centre to End Human Trafficking revealed that Canadians are shockingly unaware of labour trafficking in this country, what it involves and how they can help.

THE ISSUE

- 55%** of Canadians don't believe or don't know that labour trafficking is a major issue in Canada
- 85%** believe migrant workers come to Canada for better living and working conditions; in reality, many leave their home country only to face false promises, intimidation and abuse
- 43%** believe labour trafficking requires illegally smuggling workers across borders; in reality, many victims come to Canada through legitimate pathways

HOW TO HELP

81% of Canadians believe migrant workers deserve the same rights and protections as Canadians but **85%** of Canadians don't know how to help.

Three steps to follow to help turn the tide of labour trafficking:

- 1 Educate Yourself**
Labour traffickers coerce people to work against their will by using violence, threats, lies and false promises. Our lack of understanding as a nation allows labour trafficking to thrive. Visit www.canadiancentretoendhumantrafficking.ca to learn more.
- 2 Know the Signs**
Call the Canadian Human Trafficking Hotline if you or others you know:
 - Are being controlled and threatened
 - Have payment reduced or held back by an employer, and/or have passports or legal documentation withheld
 - Lack basic medical services or are denied services by an employer
- 3 Speak Up and Share the Canadian Human Trafficking Hotline: 1-833-900-1010**
Victims of labour trafficking may be unaware of their rights or may be intentionally misinformed so that they don't seek help. If you feel something isn't right, encourage those at risk to call the Hotline.

DID YOU KNOW?

THOSE BEING TRAFFICKED OFTEN:

- Face violence, abuse and discrimination from their employer and are charged illegal fees
- Live in substandard accommodations that present health and safety concerns, and receive threats of deportation if they speak up or advocate for their rights

Source: Results from an online survey conducted amongst members of the Angus Reid Forum on behalf of The Canadian Centre to End Human Trafficking

Click [HERE](#) to download a high-res infographic.



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Quick Facts on Labour Trafficking in Canada

Labour trafficking is exploiting someone's labour for someone else's individual profit. While anyone can be a victim of labour trafficking, it largely impacts lower-wage migrant workers in the construction, manufacturing and agricultural sectors. A growing number of migrant workers are experiencing false promises, intimidation and abuse from their employers. Stopping this exploitation begins with education and awareness.

Migrant Workers and Labour Trafficking

- The term 'migrant workers' refers to people who are neither citizens nor permanent residents of Canada but who have relocated to Canada to work
- 787,225 people were permitted into Canada with temporary work permits in 2022
 - Though lower-wage migrant workers can be employed anywhere in Canada, many of them are in British Columbia, Alberta, Ontario, Quebec and New Brunswick
 - Many lower wage workers arrive through the federal Temporary Foreign Worker Program (TFWP), which includes the Agricultural Stream and Seasonal Agricultural Worker Program (SAWP)
- Annually, the agricultural sector employs the most temporary foreign workers
- Migrant workers are vulnerable to labour trafficking due to their precarious immigration status, isolation, and language barriers
- Canada's economy and food security depend on migrant workers
- Migrant Workers have rights in Canada [[English](#), [French](#), [Spanish](#)]
 - The right to work in a safe environment with necessary safety equipment and training provided by employers.
 - The right to be free from discrimination, violence, and harassment in the workplace.
 - The right to file complaints and seek help if they feel their rights have been violated without fear of retaliation or deportation.
- Gaps in government policy, discrimination by employers, and unsafe working conditions put migrant workers at risk of being exploited

Canadians and Labour Trafficking: [Results from a recent survey conducted by The Centre](#)

- More than half of Canadians (55%) either don't believe or don't know that labour trafficking is a major issue in Canada
- 43% of Canadians believe labour trafficking requires illegally smuggling workers across borders. Another 25% don't know if that's the case. In reality, the majority of labour trafficking victims come to Canada through legitimate pathways
- 93% of Canadians support the fair treatment of migrant workers, but 85% don't know how to make a difference
- 85% of Canadians believe that Canada is the land of opportunity



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The Canadian Human Trafficking Hotline: 1-833-900-1010

- Is anonymous and confidential
- Operates 24 hours per day, 365 days a year
- Can be accessed via phone, chat, web form, and email
- Offers services in more than 200 languages
- Is independent of the police and the government
- Uses a person-centred and trauma-informed approach to connect human trafficking victims and survivors with emergency, transitional, and long-term supports and services

Everyone Can Help End Labour Trafficking

- At The Canadian Centre to End Human Trafficking, we recommend taking three steps to turn the tide of this issue:
 - **Educate yourself**
 - Labour traffickers coerce people to work against their will by using violence, threats, lies and false promises
 - **Know the signs**
 - Call the Canadian Human Trafficking Hotline if you or others you know:
 - Experience physical abuse, violence, threats or lack of food access
 - Have payments reduced or held back by an employer or recruiter
 - Have passports or legal documents withheld
 - Are denied medical services by an employer
 - **Speak up and call the Canadian Human Trafficking Hotline at 1-833-900-1010**
 - Victims of labour trafficking may be unaware of their rights or intentionally misinformed so they don't seek help. If you feel something isn't right, encourage those at risk to call the Hotline.



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Website and Resources

The Canadian Centre to End Human Trafficking Website:

www.canadiancentretoendhumantrafficking.ca

Labour Trafficking Information:

<https://www.canadiancentretoendhumantrafficking.ca/labour-trafficking/>

The Canadian Centre to End Human Trafficking Blog:

www.canadiancentretoendhumantrafficking.ca/blog/#

Research and Reports – Canada:

www.canadiancentretoendhumantrafficking.ca/research-reports/

The Canadian Centre to End Human Trafficking Newsletters:

www.canadiancentretoendhumantrafficking.ca/newsletters/

Government of Canada Labour Trafficking Information:

<https://www.canada.ca/en/public-safety-canada/campaigns/human-trafficking/labour-trafficking.html>