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PACT Expands Research-Based Public Awareness and Behavioral Change Campaign in Partnership with Public Transit Leaders

Today, [Protect All Children from Trafficking](#) (PACT), the nation's leading anti-child trafficking organization, announced the expansion of their research-based and behavioral change campaign aimed at disrupting child sex trafficking in Austin, Texas, and Alexandria, Virginia. Given that many child sex trafficking victims have a touchpoint in public transit as part of their journey, public transit staff and riders are in a unique position to be alert, identify, and safely report potential instances of child sex trafficking. The campaign, [Transit Against Child Trafficking](#) (TACT), which was created in collaboration with survivors of child sex trafficking, provides practical resources to educate public transportation staff and riders about how to identify potential instances of child sex trafficking and how to safely report.

In partnership with Capital Metropolitan Transportation Authority (CapMetro) in Austin, Texas and Alexandria Transit Company (DASH) in Alexandria, Virginia, the campaign will be amplified through social media channels, advertisements in and around public transit locations, and signage in buses and trains. CapMetro, DASH, and PACT are signatories of the Department of Transportation's [Transportation Leaders Against Human Trafficking \(TLAHT\) Pledge](#), which serves as a commitment to staff education, raising public awareness, and measuring their collective impact on human trafficking by collecting and sharing key data points.

"Traffickers can be right in your face," said a member of PACT Survivors' Council. "They're so bold about it that people get blinded." Within the federally-funded project, PACT — together with a team of researchers and in collaboration with the public transit agency partners — is leading ongoing conversations with essential frontline transit staff, management teams, and survivors of child sex trafficking to learn from their experiences. Based on these findings, TACT is creating

educational material that empowers public transit staff and riders on how to respond safely, increase the chances of identifying potential instances of child sex trafficking, and developing recommendations for training modules and reporting protocols that are specifically designed for transit staff.

“TACT is a public awareness and prevention behavioral change campaign that is not only informed by research but, significantly, drawn from the lived experiences of child sex trafficking survivors,” said Lori L. Cohen, Chief Executive Officer at PACT. “We are committed to partnering with local public transit agencies to help public transit staff and riders recognize signs of child sex trafficking and safely report them.”

“With Austin being one of the fastest-growing cities based on population and migration patterns, TACT is an effort to increase public awareness,” said Lori L. Cohen, Chief Executive Officer at PACT. “We are partnering with CapMetro to ensure public transit staff and riders have credible information and access to education and tools on how to identify signs of trafficking, safely report, and help to prevent child sex trafficking.”

“Named one of the best cities to live, Alexandria is known for its vibrance and close proximity to the nation’s capital,” said Lori L. Cohen, Chief Executive Officer at PACT. “In partnership with DASH, TACT is working hand-in-hand to educate public transit staff and riders on how to recognize the signs of child sex trafficking on public transportation and how to safely report. Together, we can work to help ensure our local communities remain safe.”

"CapMetro plays an incredibly large role in our community," said Andy Skabowski, Executive Vice President and Chief Operating Officer at CapMetro. "We are stewards of public trust and safety, and we take that seriously. Awareness, collaboration, and education are key in the fight against human trafficking. Through these efforts, the community and our staff know the signs to look for and how to report potential incidents effectively. Together, we can help create a safer environment for everyone in our community."

"Moving people safely and reliably is vital to any community's wellbeing, but traffickers take advantage of the connectivity transit provides to target the most vulnerable of our neighbors," said Josh Baker, CEO & General Manager of DASH. "We welcome this opportunity to raise awareness of human trafficking, protect our community and help keep transit safe for everyone."

To learn more about the TACT Campaign, visit wearepact.org/tact-campaign.

About PACT

PACT, formerly ECPAT-USA, is the leading anti-child trafficking organization in the United States seeking to end child sexual exploitation and trafficking through education, partnerships, and legislative advocacy. PACT is a member of ECPAT International, a global network with one common mission: to eliminate the sexual exploitation and trafficking of children around the world. For more information, visit WeArePACT.org.

About CapMetro

CapMetro is Austin's regional public transportation provider. We've been around since 1985 and work every day to give residents, commuters and visitors the best possible transit options available to match their busy everyday lives. Created in accordance with [Chapter 451 of the Texas Transportation Code](#), CapMetro was established by a voter referendum on Jan. 19, 1985 and now has more than 31 million boardings each year. For more information, visit capmetro.org.

About DASH

The Alexandria Transit Company, a public bus transit agency in Alexandria, Virginia that operates DASH bus service and the King Street Trolley, was founded in 1984. With 40 years of experience driving Alexandria safely home, DASH strives to build a more sustainable, innovative, and accessible future for public bus transit in Northern Virginia. Learn more about DASH and transit in Alexandria at dashbus.com.