

College Students. . . We need your help!

You have the ability to spread the message of #ITHasToStop like few others. In recent years, groups of students on campuses across the country have rallied around the need to address Human Trafficking in this generation, through awareness and action.

That's why we've launched #ITCouldBeMe.



The idea is simple, but can have a huge impact. By showing that anyone could be the face of Human Trafficking, the campaign creates instant awareness and helps spread the word of our state's effort to put an end to Human Trafficking.

We've made it easy and given you plenty of room to be creative. Our challenge? Design an event on your campus. It can be as easy as a viral campaign on Instagram or as elaborate as a day-long awareness outreach.

Use the hashtag **#ITCouldBeMe** and **#ITHasToStop**, so we can follow along and share the word statewide. On the following pages, you'll find some .pdfs you can easily print to use as signs to post around campus or use in pictures for Instagram.

Get creative! And let us know how we can help. We're always working on new resources to help spread the word about Trafficking. Also, let us know about your event, how it went and what we can do to continue our partnership to spread the word that **IT Has To Stop** in Tennessee and beyond. You can reach out to us anytime at TBI.Media@tn.gov.



The end goal is to drive more traffic to our **IT Has To Stop** website, where visitors can learn about Human Trafficking, the warning signs, Tennessee's laws, and the stakeholders on the front lines of the fight.

We also have resources — videos, downloadable graphics, etc. — that can help you maximize your campus outreach on this important issue.

Thanks for playing a part in the solution! We can't do it without you!

<http://www.ITHasToStop.com>

#ITCOULDBEME

#ITHASTOSTOP