

# APPROACHING SCHOOLS TO PRESENT CHOSEN



Chosen is one of our best tools for educating children on the signs of trafficking. Traffickers frequent the places that teens hang out (including online) looking for opportunities to gain their trust and lure them away from friends and family into a horrific life. In working with survivors, Shared Hope International has learned that if these girls and boys had been made aware of the signs of trafficking in the first place, they never would have believed the lies. Therefore, it is imperative that school personnel be trained how to identify the signs of trafficking in order to protect their children. We offer them those tools.

Schools are very particular in regards to what they allow as educational tools in their programs, as well they should be. Below are some “tips” to help you build trust with educational leaders and administrators.

**Relationship-Driven**—School leadership is regularly approached by groups who offer program tools and curriculums for their students. Going through a door of a relationship you already have will increase the likelihood that you will be given access to present an awareness program to students.

Ideas to build relationships with educators:

- Student referrals are extremely effective. It is best to engage students through local churches, community groups (i.e. Boys & Girls clubs, YMCA, etc.). Students can then introduce the Chosen tool to their student advisory board, their school club or a class (i.e. healthy relationships, anti-bullying, social justice, stop trafficking club, etc.). Once it is presented in class, it can easily be viewed as an open door to ask for it to be shown in a school assembly.
- Join a community group of adults – Soroptimist, neighborhood meetings, YMCA, etc.
- Church presentations – you can follow pretty much the same format as with approaching schools. Offer to present to smaller groups like Bible studies, prayer groups, youth groups. This is also relationship-driven so if you do not currently attend a church, this will be a difficult area to approach.
- Volunteer at local organizations to build relationships.

**Non-sales Approach** – Approach with the attitude of being a concerned citizen who wants to help them in making sure their students are being educated on the signs of trafficking. Remember that these are trained professionals in education and be respectful of that. We are not there to teach them; we are there to provide tools because we share the same goals of protecting children.

**Make it Personal** –Share personal stories; send local news articles on trafficking. Show the school that this is a local issue, and it’s affecting the kids in that particular region. Don’t get frustrated, just be consistent. As long as they are made aware that it is a local issue, they will eventually listen. Let them know that you are happy to provide tools and resources for them to help protect the children in their school.

**Ask for an Appointment** – Make sure they understand that your purpose is to support them in their efforts to safeguard and educate our children. Ask questions: “What do you need?” “How can I help?” Leave the [Renting Lacy](#) book and the [Chosen Promo](#) sheet with them. Ask if you can show them the two-minute Chosen trailer.

**Follow Up** – Call within a month to schedule a follow-up appointment. Discuss the impact of [Renting Lacy](#) and ask if they see signs of this issue in their school. On your Chosen kit resource disk, print the [Educator’s Resource](#) page and the [Take Action Card](#). Also print the [Chosen Comments from Viewers](#) document and the [letters of recommendation from the Ambassador resource page](#) online. The Active Ambassadors portal is at the bottom of that page. Your email is the login, and the password is changemesoon.

Discuss the Chosen Talking Points:

- Chosen is not sex education. It falls into a category similar to bullying prevention.
- Chosen was purposely created as a non-sexual message. It talks about the tactics of recruiters, not the horrors of what happens to a person who is trafficked.
- The visual cues and music are designed not to stimulate or sensationalize the emotions.
- It's a story of two girls who break the stereotype of high risk youth. They came from good homes, straight-A students, cheerleader, athlete, youth group. But they were still lured into trafficking.
- Chosen is also the story of how a young man recognized the signs of trafficking which helped to rescue his friend right before she was to be sold to a pimp in Phoenix, AZ.
- This is about teaching kids to defend their friends.
- Each kit the 20 minute documentary and 2 minute trailer and a print Resource file with PowerPoint slides and presenter notes. More than 6000 of these kits are in circulation in the U.S.A. since released in 2013, and are being presented in schools like yours.
- Chosen is designed as a 45 minute program with 10 minute intro slides, a 20 minute documentary and 15 minute closing slides. Some schools are using it in their health classes under healthy relationships education. Others are using it in social justice lessons or as anti-bullying training. This is NOT a curriculum. Chosen is in a classroom or assembly format and is used as a tool to educate.

**Chosen Review** - Give your contact at the school a Chosen kit and ask them to review it. Tell them you're happy to discuss how you can support them in using it to help safeguard their community's children. Let them know that Shared Hope offers an [Extended School License](#) in which all the files may be downloaded to their district server and accessible to all schools. Teachers and counselors may use the tools in their classrooms. Shared Hope Ambassadors are available to give their staff a sample presentation how to be effective presenting Chosen.

**Final Follow Up** - Return in a few weeks and ask if they would like to show Chosen in their school. If they say no, ask What questions do they have? How can you help? Again, be respectful and listen more than you talk. You are an ally for the school district, not a salesperson. Offer to show Chosen at their regular faculty meeting and answer questions from teachers and counselors.

Be encouraged! It takes time, but it's worth the investment in building relationships to have Chosen shown to an audience of children who will then be protected and in-turn defend their friends. **If they agree to utilize Chosen, make sure to send them the Letter to School Counselors from the Chosen Resources.** This is extremely important to be able to respond to children who may self-identify as a result of the education.

We are here to support your efforts and help you be successful! Don't hesitate to contact Jo Lembo, National Outreach Manager at [jo@sharedhope.org](mailto:jo@sharedhope.org) with your questions.