



## SERVICE & ADVOCACY PROJECT IDEAS

### RED SAND PROJECT

#### Raising Awareness about Human Trafficking

Supporting Zonta International's mission to make the world a better place by empowering women through service and advocacy



Photos from Red Sand Project Website



### WHAT IS THE RED SAND PROJECT?

The Red Sand Project was first launched by Molly Gochman in 2014. It came about as a response to a realization that there are tens of millions of individuals who live in modern slavery – including those in forced marriages, forced labor, or sexual exploitation. She sought a way to raise public awareness and engagement and began by filling the cracks of the sidewalks around the Art Basel Miami Beach pavilion with red sand. It was intended to be symbolic, with the grains of sand representing those individuals who fall through the cracks of our social, economic, and political systems or the cracks of our personal consciousness. It was also intended as a way to get people to ask about why red sand was filling the sidewalk cracks – and then engage in a discussion about human trafficking. Ms. Gochman launched a website (<https://redsandproject.org/>) and began offering Red Sand Project toolkits – which are free except for the shipping cost.

### HOW TO IMPLEMENT THIS PROJECT?

Plan when and who will be part of the project. Invite your Club, friends and family, etc. to join you at a specified date and time. It is suggested you plan to have at least 15 people participate. You should also seek permission to use that location.

Order the sand from the Red Sand Project website (<https://redsandproject.org/>) Plan for 7 days for processing plus shipping. The sand is free except for the cost of shipping. It comes in small packets as shown on the picture above.

Promote your event. Many groups have been able to get widespread or at least significant news coverage of their event. Also, it is good to take many pictures to post on social media.

Gather at your selected location with your sand and any other supplies (such as posters, handouts, possibly sidewalk chalk, etc.) As you spread your sand, be sure to engage with others and discuss the human trafficking situation with them. You may also want to have a table or booth to distribute information.

Finally, post your photos and/or videos on social media with #RedSandProject.

### INDICATORS OF HUMAN TRAFFICKING

- Sudden or dramatic change in behavior
- Lack of freedom of movement
- Person lacks personal possessions
- No stable or suitable living conditions
- Person is coached on what to say
- Person is fearful, timid, or submissive
- Person often defers to another
- Denied food, water, sleep, medical care
- Disconnected from family and friends

**National Human Trafficking Hotline**  
**1-888-373-7888**