

What 's
happening?

**an interactive
community
consciousness
exhibition**

host ed by



on t he St r eet

Happy
to connect
with you!



LAUREN MCCRANEY



on the Street



HEATHER BAKER



connections for a cause



CURATED WORKS OF ART CREATED
BY AT-RISK OR SURVIVORS OF
HUMAN TRAFFICKING

#PAINTPROMISE



host ed by



on t he St r eet



art scribe!

COMMUNITY CONSCIOUSNESS POEM

#PAINTOPROMISE

I see the . . .

grit of struggle and

the light of hope

host ed by



on t he St reet

RED SAND PROJECT

host ed by



on t he St r eet



ART & ACTIVISM:
Sparking Community Awareness
for Social Change

Florida Coalition for the Homeless
2019 | ANNUAL CONFERENCE
Orlando

Happy to
connect
with you!



LAUREN MCCRANEY



on the Street



HEATHER BAKER



connections for a cause

Today's Discussion



Serving as an Activist!

Social Movements

Social Disparities & Vulnerable Populations

Harnessing the Power of Art for a Cause

Awareness Manifesting into Social Change

Successful Strategies in Designing a Campaign

ART & ACTIVISM:

Sparkling Community Awareness for Social Change

WORKSHOP OBJECTIVES



t he Power of Art Expression

BRING AWARENESS TO A SOCIAL CAUSE



Succes s ful St r at egies

IN DESIGNING A COMMUNITY

AWARENESS OUTREACH PROGRAM



Tr a n s l a t i n g A w a r e n e s s

TO SOCIAL IMPACT & OUTCOMES

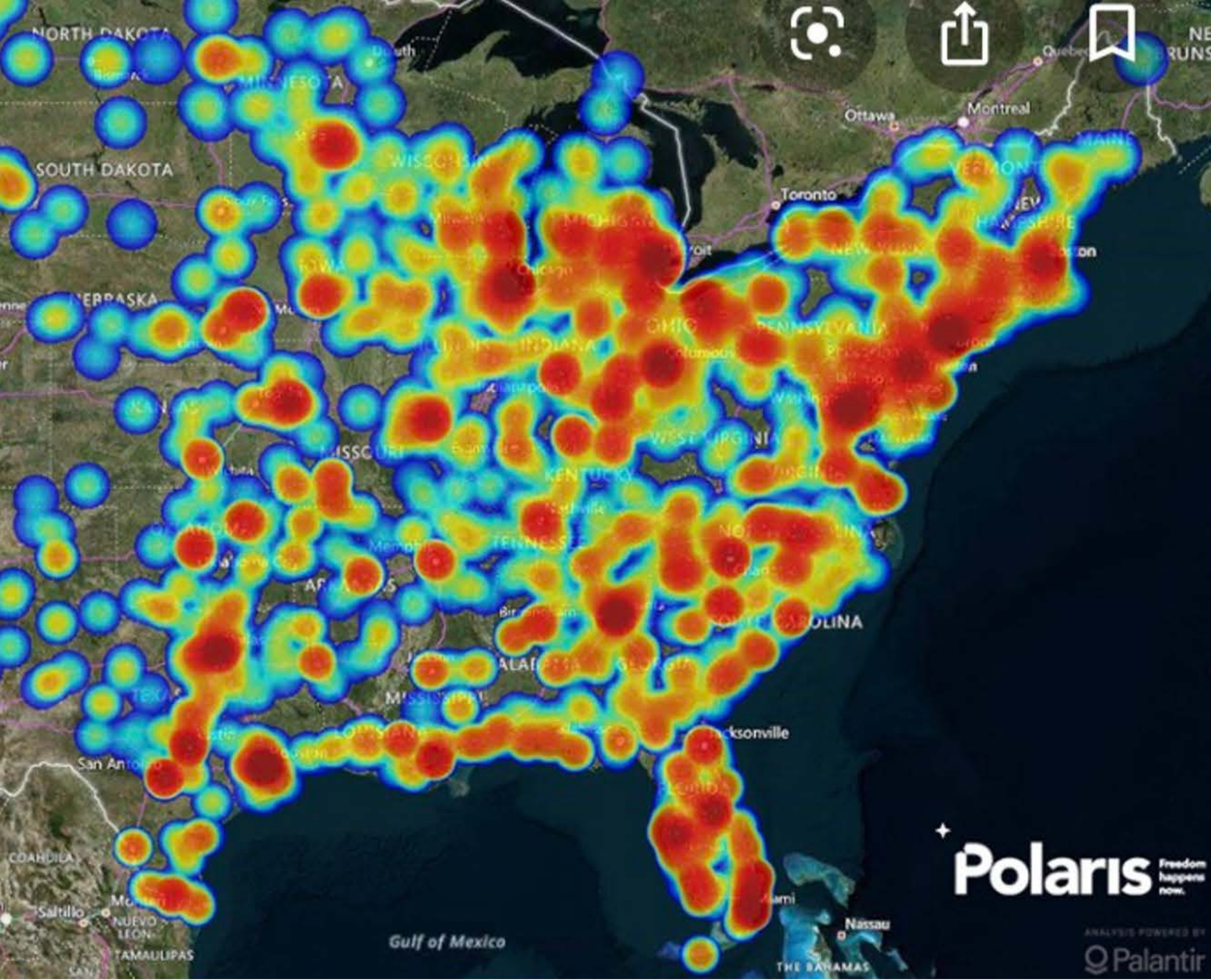
our cause:

human trafficking of the Vulnerable

WHAT IS HUMAN TRAFFICKING ?

Modern day slavery and exploitation of vulnerable individuals

Trafficking Victims Protection Act of 2000 (TVPA) defines labor trafficking as: “The recruitment, harboring, transportation, provision, or obtaining of a person for labor or services, through the use of force, fraud or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage or slavery” (22 USC § 7102(9)).



Florida

3rd

in the nation

FL Human Trafficking Summit 2019

Awareness & response

Prevention & data

Vulnerable populations & homelessness

Youth & LGBTQ

Sex trafficking and labor trafficking

Supply & demand for exploitation

Education

Wrap around services & stability

Data & collaboration

RESULTS IN 20 YEARS

My t ake away

"They say that trafficking responds to the three p's: procecution, protection, and prevention. They say that prevention is the P that is lagging behind"

Bradley Myles, Director of Polaris Project,
National HumanTrafficking Data Project

RESPONDING BETTER DOES NOT EQUAL PREVENTION

Serving as an Activist !

ONE WHO ADVOCATES

or practices activism : a person who uses or supports strong actions (such as public protests) in support of or opposition to one side of a controversial issue, or cause

If you are working for a social change, you are an activist !

**THIS WAS
NOT MY
DREAM**



Social Movement s...



CULTURAL

ANTROPOLOGISTS

Social movements impact change when the cultural norms, values and ideology shifts.

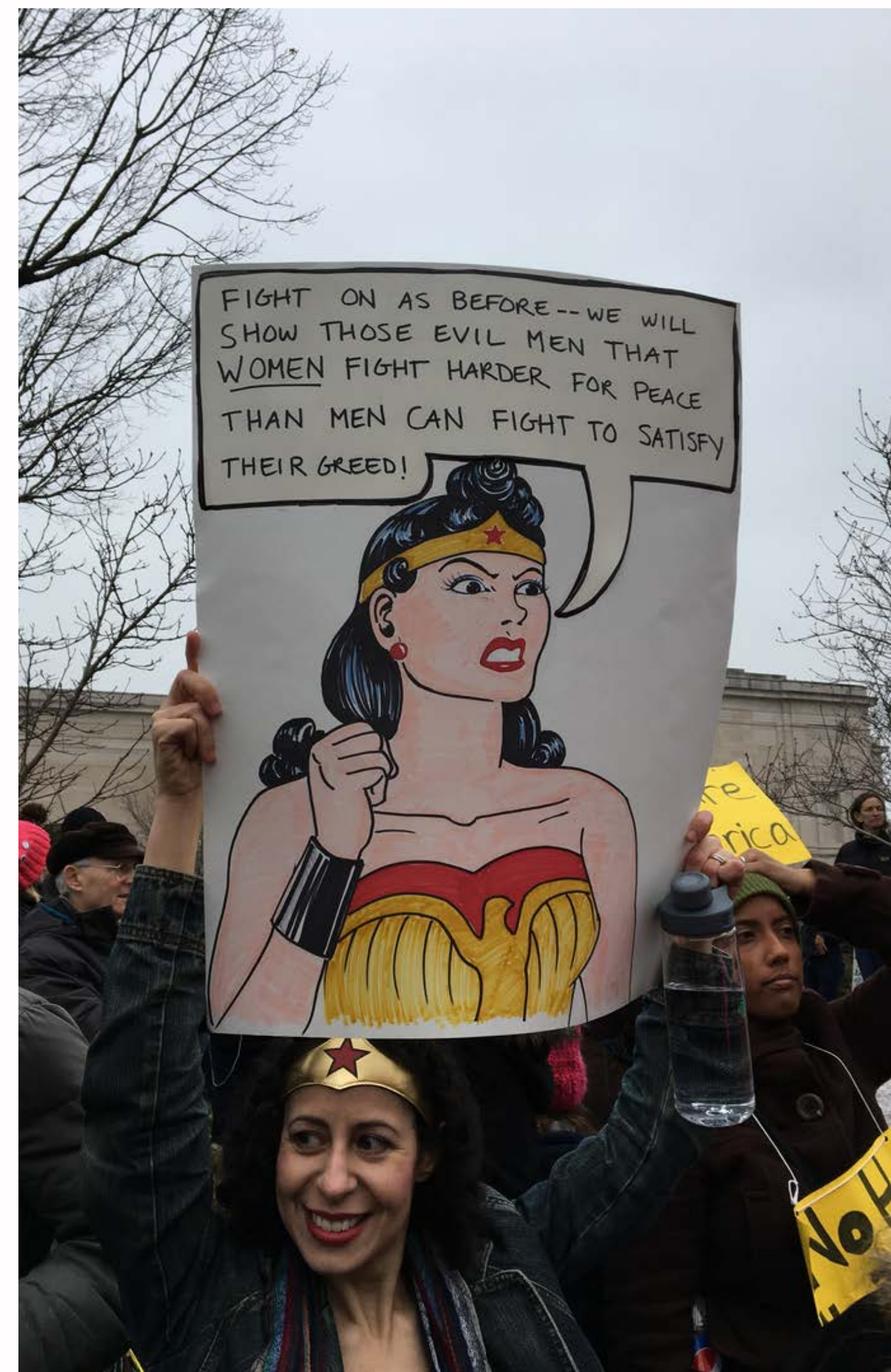
What degree of social disruption
needs to occur to create a shift in a
long-standing social problem ?

How do you do disrupt ?

Protest Art as a Call to Action



THE WOMEN'S MARCH





Northern IRELAND: Belfast Peace Walls



Cuba

PROPAGANDA
VS.
DECENT





Mont blanc Turns
Paris Boutique Red
To Support The
Fight Against AIDS

CONGRESS SHALL MAKE NO LAW
RESPECTING AN ESTABLISHMENT
OF RELIGION, OR PROHIBITING
THE FREE EXERCISE THEREOF;
OR ABRIDGING THE FREEDOM
OF SPEECH, OR OF THE PRESS;
OR THE RIGHT OF THE PEOPLE
PEACEABLY TO ASSEMBLE, AND
TO PETITION THE GOVERNMENT
FOR A REDRESS OF GRIEVANCES

THE FIRST AMENDMENT TO THE CONSTITUTION OF THE UNITED STATES

Religion
Speech
Press
Assembly
Petition

**The
Newseum
Celebrates
Our First
Amendment
Freedom**



NEWSEUM
Washington DC

RISE

STONEWALL
AND THE
LGBTQ
RIGHTS
MOVEMENT

UP



NEWSEUM
Washington DC

The image features a dark, textured background resembling asphalt. A horizontal line of red sand is poured across the middle. On the left, there is a red rectangular box with the text 'RED SAND PROJECT' in white. Above and below this box are black rectangular areas.

**RED
SAND
PROJECT**

Making the vulnerable,
visible

#redsandproject/orlando



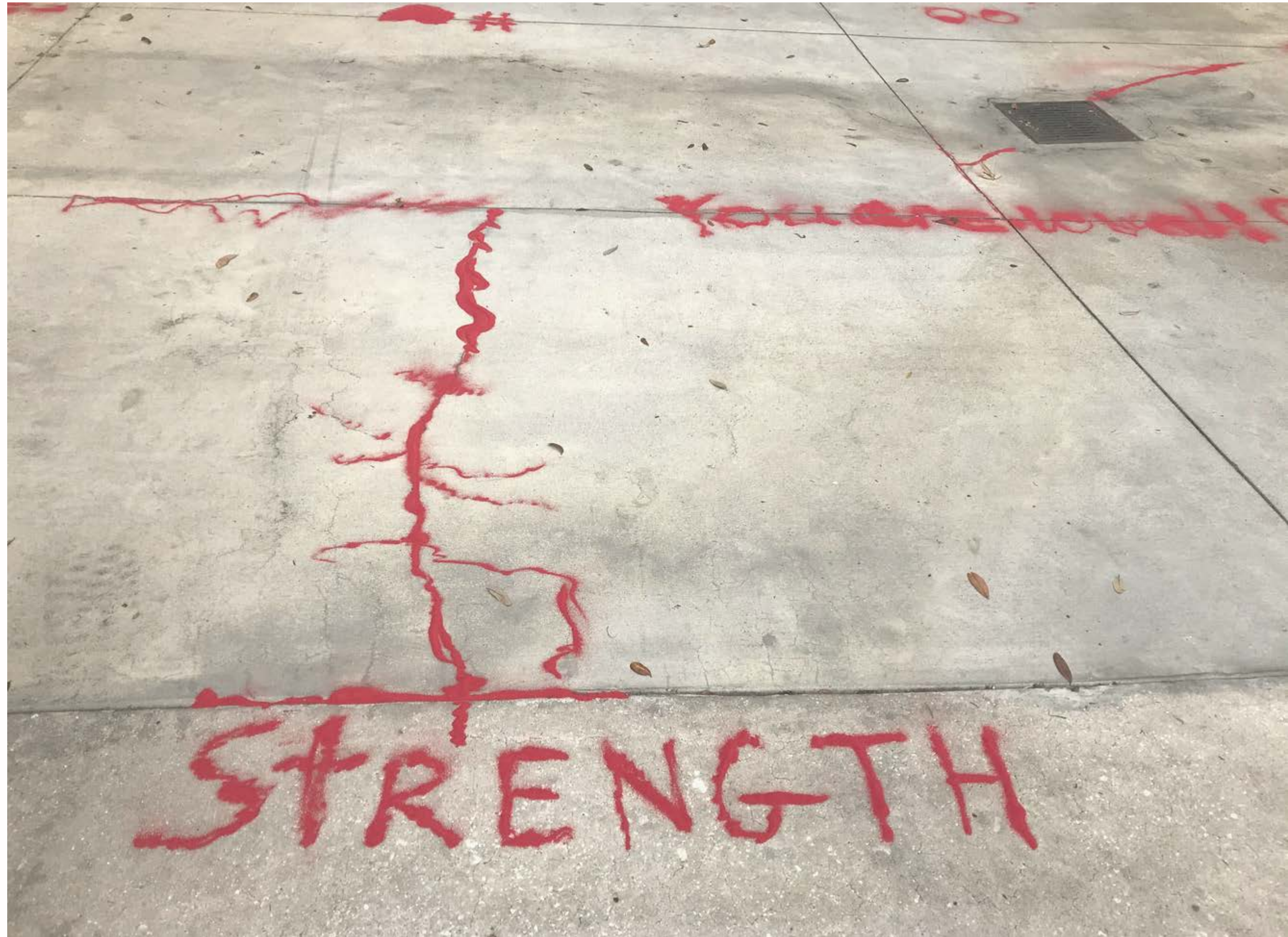
social disparities

Social disparities lead to vulnerabilities within populations.

group exercise

- Let's brainstorm & list social disparities we see in our communities?
- How do social disparities manifest in the populations we serve?

HARNESSING
THE
Power
of Art
FOR A CAUSE



NAMES Project AIDS Memorial Quilt 2016

To celebrate the lives of
people who have died of
AIDS-related causes.

The largest piece of
community folk art
in the world as of 2016





CHINOISERIE TEXTILE FACTORY LABOR PROTEST FABRIC

Early 1900's



KIRSTEN JUSTESEN

2010

**Q. What's the difference
between a prisoner of
war and a homeless
person?**



**A. Under the Geneva
Convention, a prisoner of
war is entitled to food,
shelter and medical care.**

GUERRILLA
GIRLS 1985

**YOU'RE
SEEING
LESS
THAN
HALF
THE
PICTURE**

WITHOUT THE VISION OF WOMEN ARTISTS AND ARTISTS OF COLOR.



**Do women have to be naked to
get into the Met. Museum?**

**Less than 4% of the artists in the Modern
Art sections are women, but 76%
of the nudes are female.**

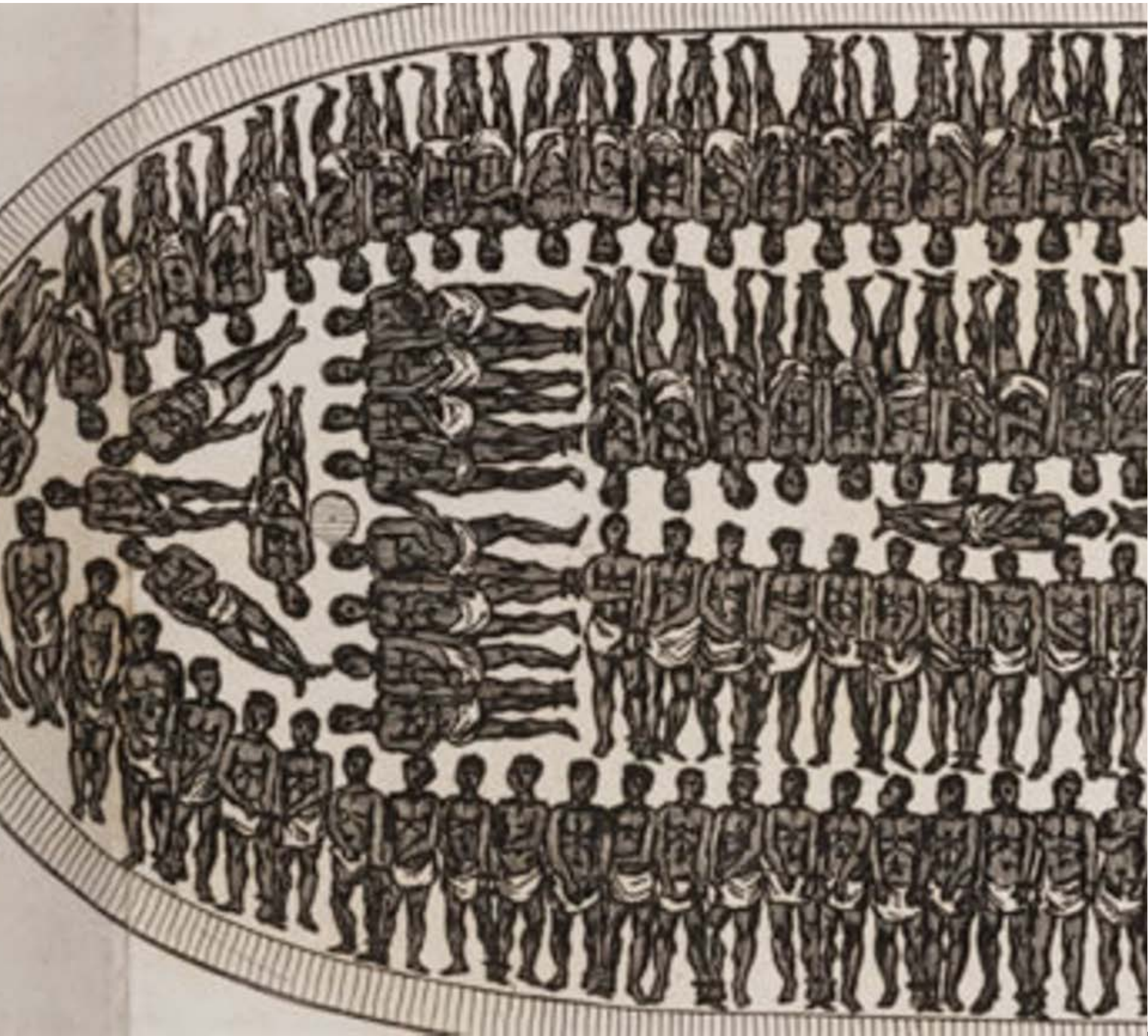
Statistics from the Metropolitan Museum of Art, New York City, 2011

GUERRILLA GIRLS CONSCIENCE OF THE ART WORLD
www.guerrillagirls.com



**WOMEN IN AMERICA EARN ONLY 2/3 OF WHAT MEN DO.
WOMEN ARTISTS EARN ONLY 1/3 OF WHAT MEN ARTISTS DO.**

GUERRILLA GIRLS



Translating
awareness into
social impact and
outcomes

group exercise

- Let's brainstorm on the signs we have that awareness is manifesting into social change.
- How is social change presenting in your community?

HUMAN TRAFFICKING AWARENESS PARTNERSHIPS

Our mission is to prevent human trafficking by empowering individuals through education and collaborative action in Southwest Florida, advocating awareness and prevention through the power of art.



Human Trafficking Awareness Partnerships

FOUNDED IN 2006

AWARENESS AND PREVENTION

LEADER IN OUR AREA

Development of



THE GRACE PROJECT

A community service project of the Unitarian Universalist Church of Fort Myers

Language

English (UK) ▼



Evolving Center Based Programming

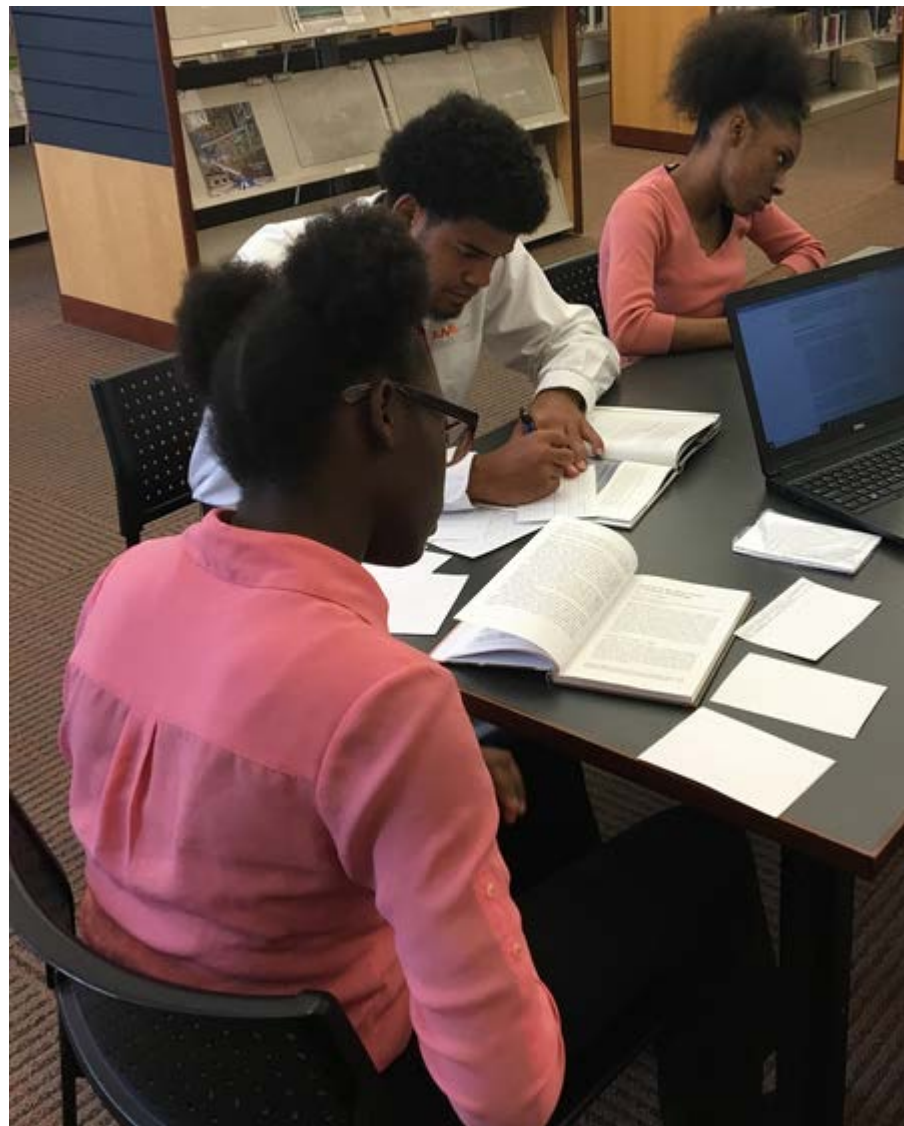


Successful Strategies in Designing a Campaign

COLLABORATIVE
PARTNERS

VEHICLE OF ACTION

VENUES



MEASURING IMPACT



Kick It Out The Field

Marco's family couldn't maintain in Texas anymore because of financial circumstances. His mother and father found substantial jobs somewhere they've never been before. At first it seemed impossible to move but they came to the conclusion to leave for California. Marco was only 11 years old when his life completely turned around. As soon as they arrived to California they were greeted by a five dressed man. He was the man that offered my parent's a job. They have not been told yet but promised a high pay.

We weren't in a parking lot where the man asked us to enter his car and let him show us a tour. As we entered the vehicle he handed us water bottles. This is when things turned for the worst. The water bottles were laced with sleeping pills. Marco's head spun and was shocked to find himself in a red factory unknown where his parents have gone to. Marco's was mentally, physically and verbally abused by big men who had mask and black suits. They taught him how to sew and create soccer balls.

He was hardly fed, rarely saw his mother and was in a dark mist of the six months he has been there. It was kind of ironic how Marco's loved the sport of soccer and played for his school team. One day, as Marco's made soccer balls the whole room with several children became rigged up. The children were with bags over their head while fearful shrieks and sounds of



PARTICIPANT EXPERIENCE

Program

Personal journey

The
Emergence
of



ARTREACH
Human Trafficking Awareness Partnerships

on the Street

Greater impact with participation and collaboration



THE FLORIDA COALITION FOR THE HOMELESS CONFERENCE

Participant exhibition



art scribe!

COMMUNITY CONSCIOUSNESS POEM

#PAINTOPROMISE

I see the . . .

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on t he St reet



**Primary
Prevention**

**Identification
and Engagement**



**Emergency and
Crisis Response**

**Tailored Housing
and Services**



ENDING YOUTH HOMELESSNESS GUIDEBOOK SERIES: Promising Program Models.

US Department of Housing and
Urban Development
Office of Community Planning and
Development

DID WE HIT WORKSHOP OBJECTIVES for you?



the Power of Art Expression
BRING AWARENESS TO A SOCIAL ISSUE



Successful Strategies
IN DESIGNING A COMMUNITY
AWARENESS OUTREACH PROGRAM



Translating Awareness
TO SOCIAL IMPACT & OUTCOMES

Learn more about it

- POLARIS PROJECT:
DATA DRIVEN
STRATEGIES TO
PREVENT HUMAN
TRAFFICKING

<https://polarisproject.org/state/florida>

- ENDING YOUTH
HOMELESSNESS:
PROMISING PRACTICE
MODELS

<https://www.hudexchange.info/resource/5138/ending-youth-homelessness-a-guidebook-series/>

Call to action

How can we help you and
bring ARTREACH to
collaborate on your cause in
your community?



LAUREN MCCRANEY

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humantraffickingawareness.org

HEATHER BAKER

connections.fora.cause@gmail.com

connectionsforacause.com

Polaris Textline Text "BeFree" (233733)

Contact Us



PARTING WORDS

"Art is not what
you see, but what
you make others
see."

EDGAR DEGAS