



The A21 Campaign Case Study



OBJECTIVES

Develop an engaging online K-12 human trafficking prevention curriculum that is relevant across multiple US states, and would facilitate a supportive environment that encourages students to report suspicious behavior and seek help.



OUR APPROACH

By leveraging A21's content, we developed a template course on Canvas, which was customized for each grade level. This saved time and ensured consistency and quality across all courses. Our student-centered design included visual aids and scaffolding to support comprehension and engagement, ensuring accessibility and effectiveness for all ages. Throughout the project, we worked closely with A21 to maintain accuracy, age-appropriateness, and sensitivity to the subject matter.



OUTCOMES

The curriculum enhanced student awareness, trained over 1,300 educators, and reached over 300,000 K-12 students in Michigan, Texas, and Florida. Its real-world impact was demonstrated by the rescue of a vulnerable student in Michigan.



“We were grateful for the team’s availability to answer questions after the engagement was finished. There were a few things that came up that we couldn’t figure out on our own and the team was quick to respond and help. They also were interested to hear about the long-term impact of the project which meant a lot to our team.”

KRISTEN BLAND

Global Reach Director (Prevention, Awareness, Education)