Coalition on Human Trafficking

FINAL REPORT

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Coalition on Human Trafficking

UNIVERSITY OF NEBRASKA AT OMAHA
SUPPORT AND TRAINING FOR THE EVALUATION OF PROGRAMS

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The Coalition on Human Trafficking

The Coalition on Human Trafficking (CHT) is focused on bringing trafficking awareness and prevention to the Omaha, Nebraska, and Council Bluffs, Iowa, communities, as well as building coalitions regionally, nationally, and internationally. Because hotels and motels are a trafficking hotspot, CHT launched their "Realize, Recognize, and Respond" campaign in 2016 to train hotel-motel staff within a 50-mile radius of Omaha.

"To eliminate human trafficking through awareness and education."

Pre/Post Training Assessment

Manager Perceptions

The Coalition on Human Trafficking (CHT) partnered with Support and Training for the Evaluation of Programs (STEPs) at the University of Nebraska at Omaha to conduct an assessment of CHT's Hotel/Motel Training Program between April 1, 2018 and May 31, 2019.

The purpose of this evaluation was to examine the impact of the Hotel/Motel Training Program on hotel and motel staff's awareness, attitudes, and perceived knowledge about sex trafficking as well as their confidence to report potential sex trafficking cases.

The following report includes the results of a pre/post training assessment tool as well as manager perceptions of the training through qualitative focus groups and interviews.

Realize. Recognize. Respond.

Quantitative Survey

Methodology

CHT and STEPs collaborated to develop a pre and post assessment tool to be used in assessing the effectiveness of the Hotel/Motel Training Program. While standardized tools were examined, CHT staff determined that existing standardized tools matched neither the scope nor time constraints of the training. Therefore, all items on the assessment were organically derived, and the present analysis serves as a pilot of the assessment tool. CHT delivered the assessment by paper to participants of the training program before the training began and immediately after the training was completed. CHT staff recorded the responses and STEPs staff conducted the analysis.

Demographics

Between January 31 and March 20, 2019, CHT conducted four trainings of hotel and motel staff in the Omaha, Nebraska and Council Bluffs, Iowa areas. Training participants were hotel and motel general managers. In total, 100 unique training participants completed the assessment.

Qualitative Focus Group and Interviews

Methodology

CHT conducted 12 interviews and 1 focus group of administrative hotel or motel personnel whose staff had previously received the hotel/motel training. The focus group and all interviews were facilitated by CHT staff or volunteers and were recorded using an audio recorder. CHT sent the audio files to STEPs for transcription and coding. STEPs coded the transcriptions using open codes, which were then developed into categories and themes.

Demographics

CHT staff conducted the focus group and interviews between January 31 and March 20. Participants were administrative staff from hotels and motels across the Omaha, Nebraska and Council Bluffs, Iowa areas.

100 Surveys

4 Trainings

1 Focus Group

12 Interviews

## Training Effectiveness and Participant Satisfaction

Many participants come to the training with beliefs about sex trafficking that are accurate and consistent with the training materials. **Even more participants leave the training with beliefs that are further solidified, or changed entirely.** This is evidenced by the vast majority of participants indicating they "Strongly Agree" with statements after training, compared to before the training. **All 100 participants stated they would recommend the training to others.**

It is very difficult to measure attitudes and perceptions on such a value-laden topic with only five questions. Caution must be used when interpreting these results, as the entire range of meaning related to the selling of sex (content validity) has not been included in the measurement tool due to time limitations during the training. Additionally, the items on the pre/post assessment have neither been tested for reliability and validity, nor are based on a validated measurement tool.

100%

of training participants would recommend the hotel/motel training to others.

"Lots of great info on warning signs and red flags. Appreciate the knowledge and insights your team brought today. Doing God's work! Bless you!"
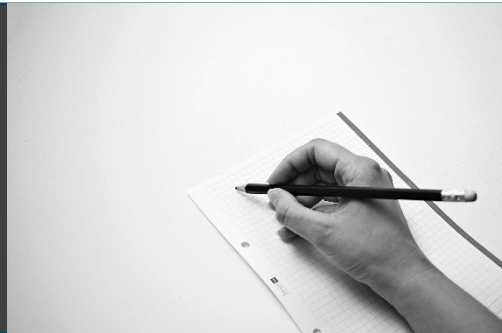
Manager Perceptions

All managers reported an increase in their staff's awareness as a result of the training during the interviews and a focus group. Whether this translated to an increase in reporting, however, remains unclear. Most participants highly rated the training and noted they would recommend the training to other hotel managers. Participants expressed that the length of the training and in-person delivery was particularly effective. Due to the high turnover rate of staff, multiple participants expressed an online training would be convenient to share with new staff.

Due to having new staff, **nearly all participants requested an additional training to be scheduled for both new staff and older staff.** The need for additional language options was the most common need expressed by hotel managers. Information resources, such as brochures, pocket-sized quick facts, and posters, were requested to keep the information fresh in staff's minds. These resources would provide a day-to-day reminder of key signs to look for, reporting procedures, and other important facts.

Summary of Results

For all items, participants reported an increase in their knowledge after the hotel/motel training.

The most significant changes occurred in those items related to awareness and confidence in identifying and reporting trafficking behaviors.

For all items, over half of participants arrived at the training with a pre-existing knowledge consistent with the ideas found in training materials.
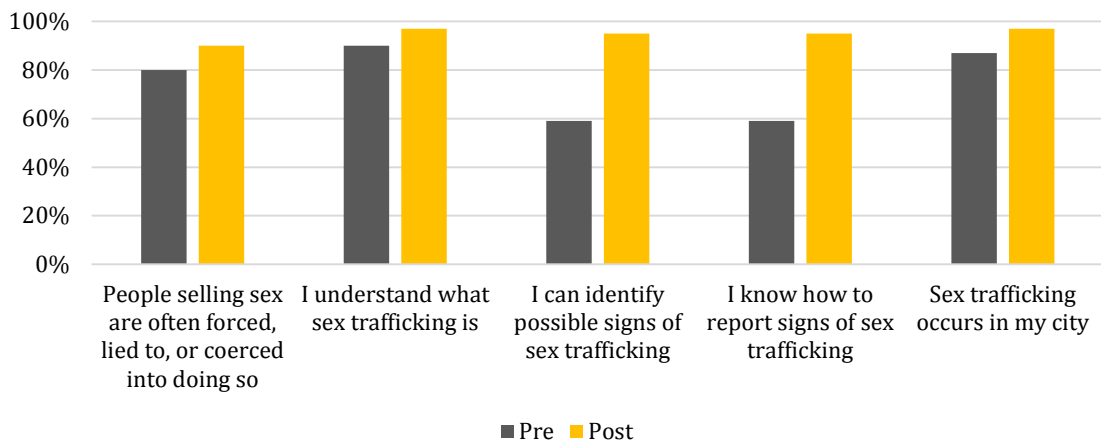
Participants with Desired Response
Strongly Agree or Agree

Beliefs about Sex Trafficking

In order to assess changes in beliefs regarding sex trafficking, and in particular victims of sex trafficking, participants responded to the item, "People selling sex are often forced, lied to, or coerced into doing so." This item represents a change from previous assessments used by CHT, where the corresponding item stated, "Prostitution is a freely chosen occupation." When developing this item, CHT and STEPs staff paid particular attention to the language used in the item, to not only be consistent with the language utilized in the training ("forced, lied to, or coerced"), but also in refraining from the use of the term "prostitute" or "prostitution" in favor of the qualifier "people selling sex," in order to not perpetuate the myths often associated with prostitution.

**The spirit of the question is aimed at assessing the degree to which participants categorize someone selling sex as doing so of their own free will ("prostitution"), or doing so under the force, fraud, or coercion of another ("trafficking"). It is, henceforth, assumed that the latter would rationally prompt action on the part of the observer, where the former necessarily would not.**

6

Beliefs about Sex Trafficking (cont.)

✓ While most participants Strongly Agreed or Agreed to this item prior to the training, **many** (73%, n=69) **seemed to move to more strongly believe that "people selling sex are often being forced, lied to, or coerced into doing it."** Ten participants Strongly Disagreed or were Neutral to this item post training.

People selling sex are often being forced, lied to, or coerced into doing it.
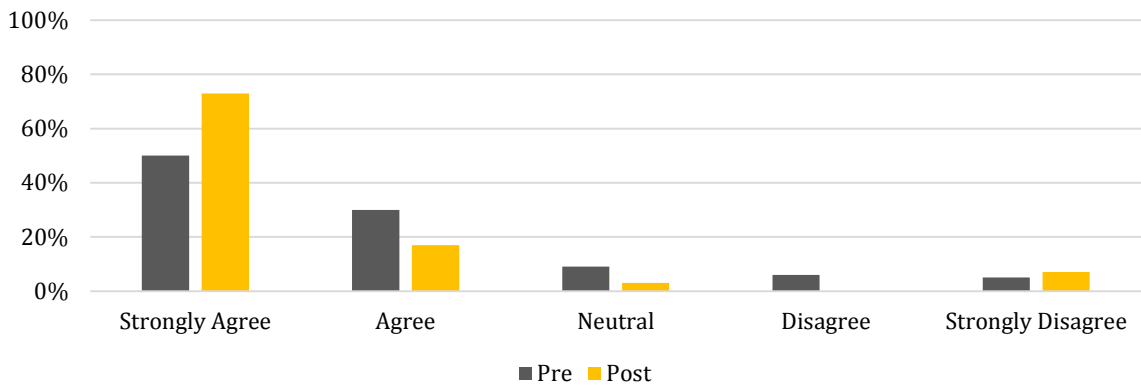
Comparison of Items

A comparison of the old item assessing beliefs about sex trafficking to the new item seems to reveal participant movement in the desired direction. **While the previously used item indicated individuals moving in the undesired direction, the new item does not seem to reveal the same phenomenon.**

Prostitution is a freely chosen occupation.
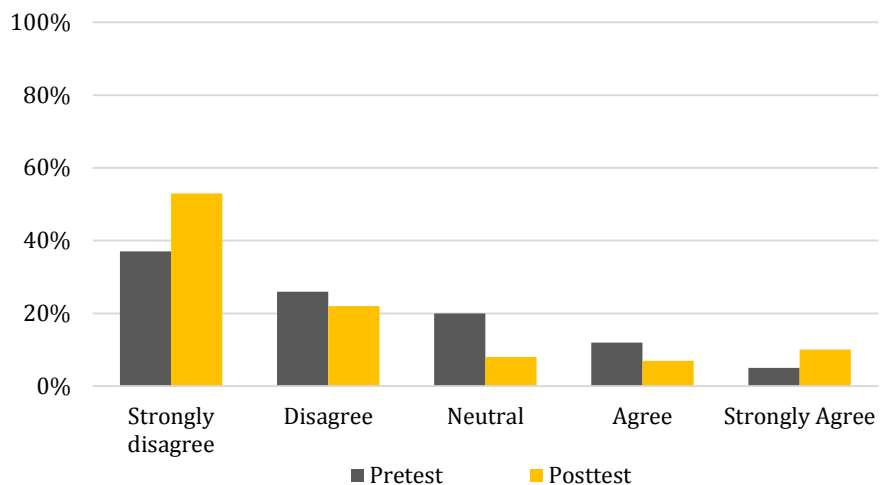
This conclusion, however, should be accepted with caution as there were many limitations to the piloting of the question, most especially a limited sample, and a sample that tended toward exclusive agreeance with all items at post assessment (social desirability bias and/or an acquiescent response set). (See Limitations for a comprehensive discussion of these limitations and others.)

Perceived Knowledge about Sex Trafficking

To assess knowledge of sex trafficking, participants rated their level of agreeance to the statement, "I understand what sex trafficking is." It is important to note that this represents only their perception of how much they understand about sex trafficking, rather than their actual understanding.

✓ **Most participants** (90%, n=88) **Strongly Agreed or Agreed that they understood what sex trafficking is prior to training. All but 9 participants stated they understood post training.**

I understand what sex trafficking is.

Legend: ■ Pre ■ Post
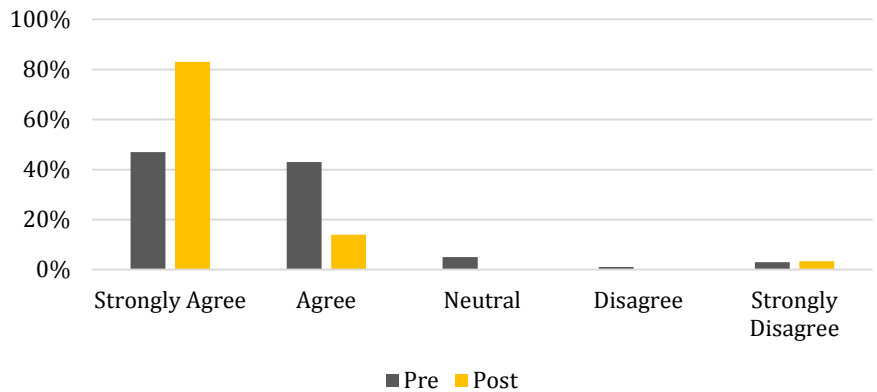
Identification of Sex Trafficking

To assess confidence in participants' ability to identify signs of sex trafficking, participants rated their level of agreeance to the statement, "I understand what sex trafficking is." It is important to note that this represents only their perception of how well they can identify possible signs, rather than a realized ability to recognize signs.

✓ **Many participants** (59%, n=58) **Strongly Agreed or Agreed that they could identify possible signs of sex trafficking prior to training. All but 4 participants stated they could identify signs post training.**

I can identify possible signs of sex trafficking.

Legend: ■ Pre ■ Post
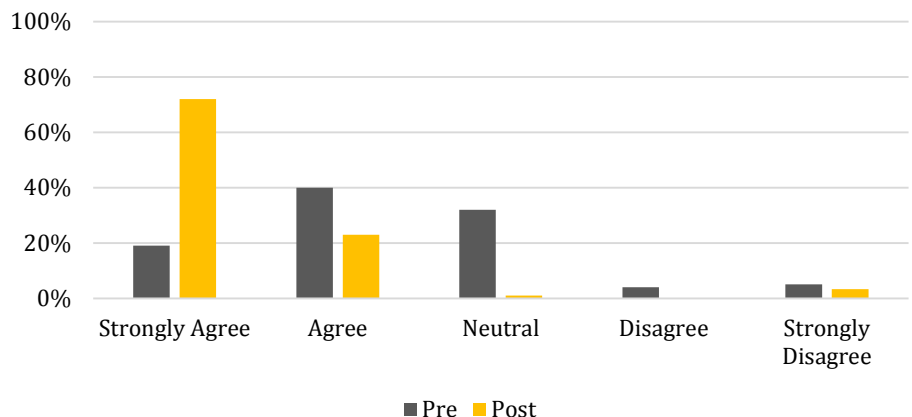
Reporting Sex Trafficking

To assess knowledge of reporting procedures, participants rated their level of agreement with the statement, "I know how to report signs of sex trafficking." It is important to note that this represents only their perception of their knowledge of how to report sex trafficking, rather than their actual knowledge. It also does not differentiate between their knowledge of hotel policy, and a more general report to law enforcement or a trafficking hotline. Additionally, this item does not measure behaviors related to actual reports.

✓ **Prior to training, 59%** (n=57) **Strongly Agreed or Agreed that they knew how to report signs of trafficking. After training, nearly all that responded** (95% n=90) **indicated they knew how to report, with 72% strongly agreeing, indicating an increased confidence in their knowledge.**

I know how to report signs of sex trafficking.

■ Pre ■ Post
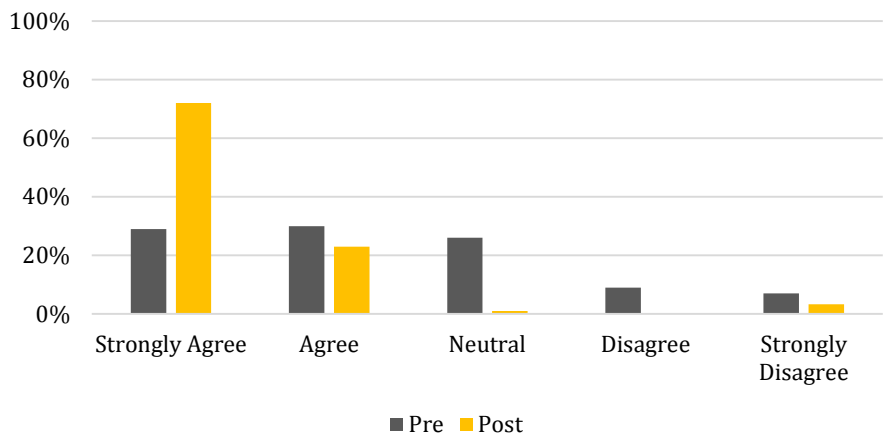
Awareness of Sex Trafficking

To assess participants' awareness of sex trafficking in their own community, participants rated their level of agreeance to the statement, "Sex trafficking occurs in my city."

✓ **While most participants** (87%, n=84) **Strongly Agreed or Agreed that sex trafficking occurred in their city prior to training, this belief seems to have been solidified by many, with 84%** (n=77) **strongly agreeing. Only 3 participants held that sex trafficking did not occur in their city post training.**

Sex trafficking occurs in my city

■ Pre ■ Post

9
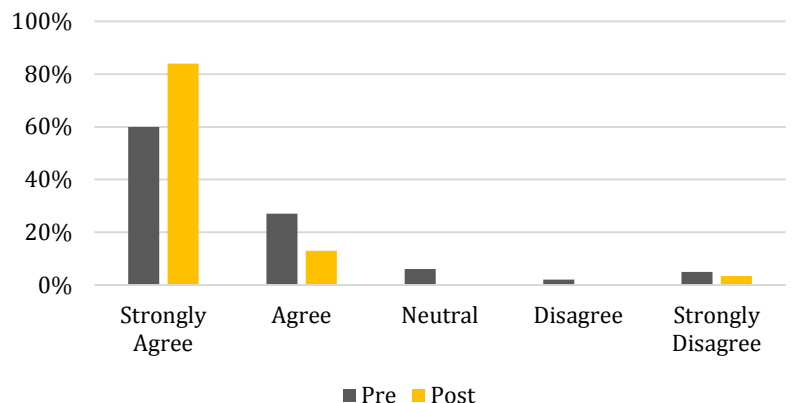
Training Site Comparison

Although aggregate responses demonstrated an increase in knowledge, beliefs, and awareness, **there was great variation among the training sites**. In the graph below, the percentage of participants at each site answering Agree or Strongly Agree for each question at post training is represented by multi-color bars. The black line indicates the percentage that Agreed or Strongly Agreed with the same question at pre-test. For all but 2 questions, the number of participants with a desirable response increased from pre to post training, however, some sites showed greater increases than others.

Post-Training Desireable Responses
Agree/Strongly Agree

- People selling sex are often being forced, lied to, or coerced.
- I understand what sex trafficking is.
- I can identify possible signs of sex trafficking.
- I know how to report signs of sex trafficking.
- Sex trafficking occurs in my city.
- % of participants that answer desirably pre-training

Concerns with Comparing Training Sites

- For all but one training site, **the same number of participants indicated they Agreed or Strongly Agreed with all of the responses.** At Doubletree and Hilton 3:00, **all** participants Agreed or Strongly Agreed with all but one question. While we hope that all participants comprehensively understand all concepts, **this abs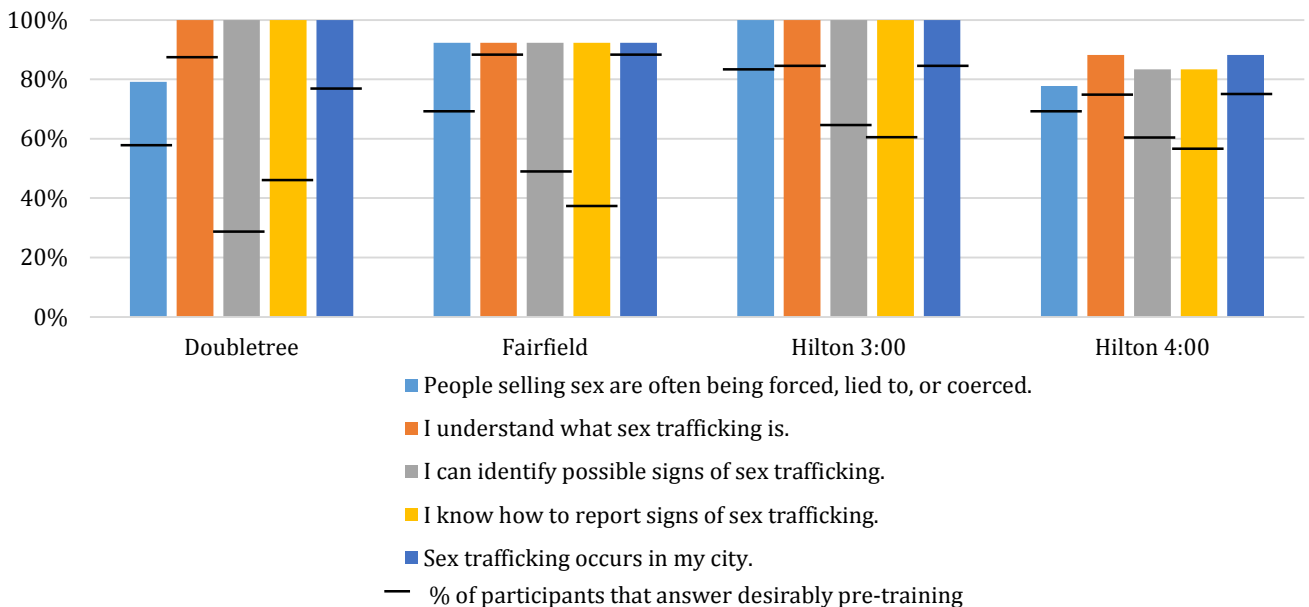olute agreement more likely indicates the presence of an acquiescent response set** (i.e. participants checking Strongly Agree for all questions), **or a social desirability bias** (i.e. participants want to show they understand to make themselves, or the trainer, look more desirable), rather than a perfect understanding by all participants.
- **The amount of time allotted** for completion of the post-training assessment may have had an impact on these responses. If trainers did not allow sufficient time for the evaluation, participants may have rushed the evaluation, resulting in an acquiescent response set.
- The Hilton 3:00 training consisted of a large number of Spanish speaking participants. It is possible that **language, or cultural/vocational expectations** of compliance may have contributed to the overly consistent responses.
- Other possible reasons for these trends in response include **inconsistencies between training sites and/or the delivery of the content by the same or different trainers.**

Pre/Post Assessment Limitations

1. Social Desirability Bias and/or Acquiescent Response Set

At two of the four locations, all or nearly all participants indicated the desired response for all post-test items. This may indicate a desire to answer desirably (social desirability bias), or just marking Strongly Agree or Agree to all items without reading (acquiescent response set).

2. Language or Perceived Coercion

One of the training sites had a significant number of Spanish-speaking participants, but completed the assessment in English. It is unclear the degree to which participants may or may not have understood the items on the assessment. Related to social desirability bias and acquiescent response set, it may have been culturally or vocationally appropriate for participants to indicate agreeance or understanding after training in order to be charitable to the trainer, and not risk perceived threat of reprimand for not understanding or agreeing.

3. Lack of Validation

Since this assessment was not based on a previously validated measurement instrument, the reliability and validity of the assessment is unknown.

4. Consistency Between and Among Training Sites

As illustrated in the comparison of training sites, great variation exists between training sites, even among those with the same trainer. It is unclear if the variation is due to inconsistencies in the way in the trainers delivered the curriculum or differences in trainees at each individual training.

"Thank you for doing this!"

Pre/Post Assessment Recommendations

1. **Continue to offer up-to-date, relevant training**
   - Data indicates the training is helpful in changing attitudes, perceived knowledge, and awareness about sex trafficking in the local community.

2. **Consistent and informed administration of the assessment**
   - To reduce any threat of perceived coercion or vocational risk, be sure to reinforce that the answers provided on the assessment have no bearing on their employment or the employment of the trainer. A brief informed consent printed on the assessment, that is also read verbally, may aid in this effort.
   - Be sure trainers allow adequate time at the end of the training for all participants to complete the assessment.

3. **Fidelity measures**
   - To increase consistency in training, consider developing and implementing fidelity measures that can help to ensure trainings are occurring in a manner consistent with CHT philosophies.

4. **Language**
   - Provide both the training and the assessment tool in the native language of participants, whenever possible.

5. **Further testing of the assessment instrument**
   - Consider further testing and analysis of the assessment instrument, particularly related to the concept of beliefs about selling sex, and with multiple languages.
   - Consider expanding the tool to include more items in order to measure the full range of meaning of all concepts being measured.

6. **Consider expanding the scope of participant evaluation**
   - To go beyond participant perceptions, consider measuring actual knowledge or behaviors related to trafficking and reporting. This could be facilitated through a pre/post assessment, or a measure of actual reports to managers and/or authorities.

7. **Regularly assess managers**
   - Because managers often serve as the gateway to reporting, assess managers' knowledge, beliefs, attitudes, and behaviors related to sex trafficking.
   - Managers may also hold information related to hotel policies and staff behaviors that may potentially inform future changes to training or curriculum.

Manager Perceptions

Theme #1: Response to Training

The Response to Training theme encompasses those reported changes in staff interest, awareness, and reporting, as well as manager awareness, policy changes, and their overall rating of the training.

| Manager Awareness |
| Reporting |
| Training Rating |
| Policy Change |
| Staff Interest |

Theme #2: Additional Needs

The Additional Needs theme includes those comments regarding the need for additional training or information resources needed outside of what the training currently provides.

| Additional Training |
| Information Resources |

Theme #3: Training Recommendations

The Training Recommendations theme involves those comments made regarding the training delivery, structure, or content. The comments include both suggestions for changes in the training and affirmations of the training's effectiveness in its current format.

| Language and Accessibility Needs |
| Delivery Method |
| Corporate Training |
| Consistency |

"...This is here, this is in our backyard. This is across the street. This is real life examples, and your associates are going to appreciate you doing it..."

💭 Theme #1: Response to Training

All participants reported an increased awareness of human trafficking in their staff as a result of the training.

> *"I think we see that more now, where we can look for an individual... how they pay for a room, and just their patterns... that are known facts by study that we probably didn't really understand before."*

Managers articulated specific staff members, such as guest service representatives or housekeepers, now have a better understanding of what signs to look for in their role due to the CHT training. Most managers noted an increase in interest and conversation among staff, and with managers, surrounding sex trafficking. Some managers also articulated a change in their perception of prostitution and an understanding of the process of human trafficking. Other participants mentioned the surprise felt by themselves and their staff members when learning Omaha was highly ranked as a human trafficking hotspot.

Whether the increased awareness has led to behavior change is unclear.

> *"We have not had an incident, but we've had a lot of, perked interest, I guess is the word, where they've identified possibilities."*

Several managers mentioned their staff were more likely to notify managers of concerning guest behavior after the training. The rest of the managers articulated that their staff reporting was about the same after training, noting their staff already did a good job reporting. Only a few managers mentioned reports made to law enforcement.

> *"...it was never really thought of as sex trafficking before. I think it was more of the dirty industry of prostitution and that was their business... We didn't really realize that people were manipulated or taken advantage of or threatened or all the scenarios that take place."*

Theme #1: Response to Training

Managers conveyed a sense that human trafficking occurs less often at their hotel than other hotels.

> *"I think it's the nature of our hotel. We're somewhat unique. We also, you know, may not even get 'em past the front door."*
>
> *"The staff watches, and we don't have ladies of the night return over here or anything like that."*

Due to the nature of their hotel culture or policies, such as being long-term or requiring a credit card at check in, several managers noted they were less likely to experience trafficking. Others simply noted they had not had any incidents reported.

Managers did not report the any formal policy related to the reporting of sex trafficking.

Managers did not report an existing formal policy surrounding sex trafficking nor a change in policy as a result of the training. The most common policy noted by managers was an informal communication to their staff of "If you see something, say something."

> *"We don't really have a policy, a written policy in effect. We just have had... after the training... we had the communication with the staff. If you see something that you are questioning... if you're not sure, have a conversation with the management."*
>
> *"If they see something, they can say something. We are going to take them serious. So the awareness, I think, has changed the way that they work."*

Most managers rated the training as 10 out of 10.

When asked to rate the Hotel/Motel Training Program on a scale of 1 to 10, with 10 being excellent, all but three rated the program as a 10. Those participants who rated the training lower than a 10 noted a desire for the training to involve more visuals, more language options, and be delivered to more staff members. One participant did not rate the training.

> *"If I have an associate come forward, I have some contacts that I could reach out to immediately where I did not have those contacts in the past."*

Theme #2: Additional Needs

Managers noted the high turnover rate in hotels and motels as a key reason additional periodic trainings were needed.

> *"I like doing the training once a year, and it's good for the new people who haven't seen it yet. It's a good refresher course to let them know that we're always on it, we're always watching it."*

Managers noted the training is a valuable tool to help prepare their staff to be aware of human trafficking. Many also mentioned having new staff who had not yet received the training, in addition to older staff members who would benefit from receiving the training again.

In addition to the training, managers noted the need for brochures and quick handouts of key facts to provide to their staff.

> *"You know, something that's visual, that puts something in the back of their heads every day that we can hang up on a wall."*

One manager mentioned the need for small brochures in multiple languages due to their multilingual staff. The languages mentioned included French, Nepali, Spanish, Karen, and Sudanese dialects.

Managers requested the the 1-800 hotline number be included in the pocket-sized brochures. Other managers mentioned the desire for informational posters to hang up in the staff breakroom.

> *"...I think just practicing and repeating and training and making sure that people that come on that are new hires or go through the program, but also we don't relax too much with being comfortable. I think reminders are always good sometimes as well."*

Theme #3: Training Recommendations

While managers were generally satisfied with the training, they offered some creative solutions which would enable them to have trainings more frequently and expand the reach of the training to other organizations.

> *"Well, face-to-face is always more productive and meaningful. Out of convenience though and you know, being able to make sure everyone is touched on this, the web-based training is probably the most practical in our industry just with the turnover and staffing changes."*

Managers spoke positively of the effectiveness of the length of the training and the training being delivered in person. Many also noted the training was long enough to provide the necessary information while being short enough to ensure staff were engaged for the entire training.

- Some managers stated having an online training would be beneficial due to its convenience.

- One manager also suggested hotel administrative personnel be trained to deliver the program to their staff when necessary.

- Another manager noted that hotel managers being provided the CHT PowerPoint would be useful in preparing new staff when a scheduled in-person training is not feasible with CHT.

- Multiple managers suggested the alignment with larger hospitality corporations would be one way to ensure the message is spread quickly and internationally.

Additional language options were the most commonly mentioned training recommendation by managers.

> *"So for me, most of my staff can't understand English so it's really hard to put 'em through training with... they really don't get anything out of it. And they're the ones who are going to see it the most at the front line level, people that are in the rooms and the hallways."*

Managers noted the difficulty in a portion of their staff not being able to understand the training. Multiple participants offered that their non-English proficient staff are primarily in the housekeeping departments, and therefore, interact often with guests and their rooms. Languages requested by managers included Spanish, Nepali, French, and Sudanese dialects.

> *"I love that they have a Spanish speaker that comes in for*
>
> *my Spanish-speaking only."*
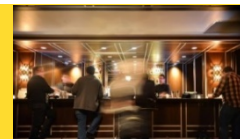
Theme #3: Training Recommendations

Several managers observed a disconnect between the CHT training and a similar corporate training staff received.

> *"They're saying that 'they have corporate training,' and I say, 'Well, tell them it's bull' that has nothing to do with what this is. This is here. This is in our backyard. This is across the street. This is real-life examples, and your associates are going to appreciate you doing it."*

Several managers were part of a larger chain of hotels that offered a more general human trafficking training. Managers mentioned the corporate training may have been conflictual, or at least not as specific to the geographic area as that given by CHT. The "big city" or international focus of corporate trainings may run contrary to the ideas about trafficking in Nebraska and contribute to misinformation about the realities of trafficking locally.

One manager who had observed multiple trainings noticed a disconnect in the way trainers were delivering the materials and the evaluation instruments.

> *"You went into more detail here [at my hotel] than she did there [at another location]. So, hers was more of a generic, real overview, which I was kind of disappointed."*

While this was only noted by one manager, the pre/post evidence also suggests that training and evaluation tools are being delivered inconsistently.

Multiple participants requested the use of additional visuals such as human trafficking-related objects found in hotel rooms and pictures.

Furthermore, the training visuals currently used in the program, such hot spot heat maps and videos, were mentioned as being particularly impactful. These participants mentioned **visuals being more effective for visual learners and their non-English proficient staff.**

"It's here. It's not that we're talking about Los Angeles or Chicago or Miami or whatever."

Limitations to Qualitative Data Collection

1. Interviewer Bias

The facilitators of both the focus group and interviewers were CHT staff members. **Their relationship with CHT may have influenced participants to respond more favorably. In multiple cases, the interview facilitator was the trainer who delivered the Hotel/Motel Training Program to the interviewee's staff.** Steps were taken to limit the interviewer bias including CHT staff receiving a training by STEPs on conducting focus groups and interviewers and STEPs staff developing the script used.

2. Convenience Sampling

Interview and focus group participants were selected based on the availability of their contact information and their willingness to participate. All focus group and interview participants viewed the training positively even though some participants did not receive the training themselves. **Those individuals who were not contacted may have offered a different perspective.**

Due to time constraints, **most interviews were very short**, so may not have captured the full perception of managers.

3. Coder Bias

There is a risk of coder bias involved in all qualitative research. The use of only one coder increases the chance of this bias influencing the qualitative results. Using two coders may have limited this bias due to the agreement required from both coders. The coder utilized writing memos to capture ideas, thoughts, and definitions throughout the process to limit the risk of coder bias, and coding was reviewed by the lead evaluator. Interviews were also transcribed verbatim, which also aids in increasing validity.

4. Time Since Training

Some participants mentioned that it had been over a year since they or their staff had received the training. **Some managers noted they had never participated in the training.** The feedback of these individuals may be less valid due to their inability to assess the training delivery.

"...That's what the impact has been. That's what has been so successful, that it shows that there's an issue right here. It's happening. They give you the statistics, they give you case studies, and then we go on to say okay, here's now what you should look for..."

Recommended Training Enhancements

1. Increase use of training visuals

- Incorporate more visual aids, such as pictures, videos, or pertinent objects. Multiple managers noted this was helpful for both visual learners as well as those with limited English proficiency.

2. Expand the reach

- **Online Training**: Develop an online training for new hotel and motel staff as part of the onboarding process. Multiple managers noted in-person trainings being more effective, but wishing they had access to an online training due to its convenience.
- **Corporate Chains**: Become familiar with the training materials used by larger corporate chains in an effort to standardize the CHT training as a part of the onboarding process. Having an understanding of the corporate training content may help CHT trainers address any inconsistencies or myths that are perpetuated by more generalized corporate training materials.
- **Language**: Request language and/or accessibility needs of the staff prior to training in order to accommodate all training participants. Work with community organizations, such as community cultural centers, to organize interpreters and or bilingual trainers to translate and deliver the curriculum and evaluation tools.
- **On-Site Trainers:** Consider reaching out to hotels for train-the-trainer events so hotels could have their own dedicated trainer at their facility. Perhaps someone in human resources would be a candidate for this role in the onboarding process.

3. Contact managers periodically to train new staff

- Develop a spreadsheet, database, or calendar reminder system to be used in reminding CHT staff to reach back out to previously trained hotels and motels to offer additional training. In nearly all interviews and the focus group, participants mentioned having new staff members who did not receive the Hotel/Motel Training Program. Initiating frequent contact with managers every six months to offer an additional training will ensure the majority of staff are prepared to Realize, Recognize, and Respond at any given time.

4. Emphasize importance of managers' training

- Ensure managers attend the training of their staff if at all possible due to their vital role in the reporting of human traffickers. Encourage trainers to discuss the formal reporting policy of the specific hotel with the manager, and, preferably, within the training. This will ensure both administrative and frontline staff are on the same page. This discussion may also provide an opportunity for the trainer to offer formal policy changes in the reporting process of hotels or motels.

5. Conduct further evaluation

Conduct further evaluation to determine if the increased awareness of hotel staff results in a behavior change, such as increased reports being filed. In future evaluation efforts, consider implementing fidelity measures to ensure trainers are providing the training according to the CHT curriculum.

Comprehensive Methodology

Quantitative Methodology

CHT and STEPs collaborated to develop a pre and post assessment tool to be used in assessing their Hotel/Motel Training Program. STEPs staff consulted and shared literature with CHT related to validated tools currently being used to assess topics such as attitudes toward prostitution and sex trafficking as well as human trafficking myths. CHT staff determined that the validated tools were too lengthy and extended beyond the limited scope of the Hotel/Motel Training program. Therefore, the assessment tool consists of five items that were collaboratively developed by CHT and STEPs staff, drawing upon best practices in evaluation, as well as language related to sex trafficking and the CHT curriculum.

The tool asks participants to rate five statements on a five-point Likert scale from Strongly Disagree to Strongly Agree. Consistent with the Hotel/Motel Training mission, these five statements are designed to assess participants' agreement that they are prepared to "Realize" what sex trafficking is and that it occurs in their community, "Recognize" situations of sex trafficking, and "Respond" to these situations appropriately. It also assesses values related to sex trafficking and prostitution by examining the degree to which participants identify those engaged in the practice of selling sex as victims of sex trafficking. In the post test, participants are also asked if they would recommend this training to others and, if no, to explain why.

This tool was delivered by CHT trainers to participants of the training program before the training began and immediately after the training was completed in a paper/pencil format. The assessments were only provided in English. CHT volunteer trainers administered the assessment tool and CHT staff recorded the responses in an Excel spreadsheet developed by STEPs staff. This file was emailed to STEPs for cleaning and analysis. The pre and post assessment tool can be found in Appendix A.

Qualitative Methodology

STEPs staff conducted a training for three CHT staff members on the facilitation of interviews and focus groups. STEPs developed and provided CHT staff the Consent to Participate form, demographic sheets, and a focus group/interview script. Each of these documents can be found in the Appendices. STEPs also provided CHT with audio recorders to record the focus groups and interviews.

The CHT staff members purposively sampled hotel and motel managers by personally inviting those managers whose staff had received the training to participate in an interview. From the list of 135 hotel and motel managers, interviewees were chosen based on their perceived willingness to participate. CHT staff conducted 12 interviews ranging in length from 3 to 15 minutes.

The focus group was scheduled in partnership with the Metropolitan Hospitality Association (MHA). After the January MHA meeting, four hotel or motel administrative staff agreed to participate in the focus group.

CHT staff facilitated and recorded interviews and focus group. A third party transcribed the audio files, totaling approximately 90 minutes. STEPs staff coded the transcripts using Microsoft Excel with a single coder. The coder read through the transcripts, assigned open codes, and, finally, moved to a higher level of coding through developing categories and themes.

Appendix A: Pre and Post Test Tool

Before Training

Hotel Name:_____

Directions: Next to each statement, please indicate your level of agreement by writing an "X" in the corresponding box.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. People selling sex are often being forced, lied to, or coerced into doing it.					
2. I understand what sex trafficking is.					
3. I can identify possible signs of sex trafficking.					
4. I know how to report signs of sex trafficking.					
5. Sex trafficking occurs in my city.					

Appendix A: Pre and Post Test Tool

After Training

Hotel Name:_____

Directions: Next to each statement, please indicate your level of agreement by writing an "X" in the corresponding box.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. People selling sex are often being forced, lied to, or coerced into doing it.					
2. I understand what sex trafficking is.					
3. I can identify possible signs of sex trafficking.					
4. I know how to report signs of sex trafficking.					
5. Sex trafficking occurs in my city.					

	Yes	No
6. I would recommend this training to others.		
If no, why not?		

Appendix B: Consent to Participate

Consent Form

The Coalition on Human Trafficking would like to learn more about how the Hotel-Motel Training Program impacts staff, and how the training can be improved.

Part of the Hotel-Motel Training evaluation includes a focus group with hotel managers whose staff has gone through the program. After thoughtful consideration, you were one of the individuals selected to take part in this group. The group today will take approximately 30 minutes. We would like you to share your thoughts on how the training impacted your staff and your recommendations for improving future trainings.

We will record the focus group and send the recording to the STEPs staff to create a report. Your responses will be aggregated with the other focus group participants' responses. Everything you say will be kept confidential. We also ask that you refrain from using the names of your hotel staff or guests to help protect their confidentiality. The recording of the focus group will be deleted once this project is over.

The only exception is if we hear something that puts yourself or others in danger, we may need to report to STEPs and the proper authorities.

Your signature means that you understand the above and you agree to participate in this project. If at any time you wish to withdraw from the focus group, you are free to do so.

_____
Printed Name

_____
Signature

_____
Date

Appendix C : Focus Group and Interview Script

Focus Group Introduction

Hello and welcome.

Thank you for taking the time to join our discussion about the Hotel-Motel Training Program. The Coalition on Human Trafficking has partnered with Support and Training for the Evaluation of Programs (or STEPs) at UNO to learn how the Hotel-Motel Training Program has impacted hotel staff. The results of today's focus group will help the Coalition improve their training and prevention efforts.

There are no right or wrong answers to the questions I am about to ask. Please feel free to share your point of view even if it differs from what others have said. You may talk with one another during the group. I am here to ask questions, listen, and make sure everyone has a chance to share. Please respect each other and remember that everything that is said in this group should stay in this group. We will be recording the focus group because we do not want to miss any of your comments, but the transcripts will only be reviewed by the STEPs researchers on this project. We will keep the things that you say confidential, which means no names will be connected to any of the statements made. Please try to refrain from using the names of staff or guests during this group to protect the confidentiality of others.

Does anyone have any questions before we begin?

Interview Introduction

Hello _____ ,

Thank you for taking the time to speak with me regarding the Hotel-Motel Training Program. The Coalition on Human Trafficking has partnered with Support and Training for the Evaluation of Programs (or STEPs) at UNO to learn how the Hotel-Motel Training Program has impacted hotel staff. What you share today will help the Coalition improve their training and prevention efforts.

There are no right or wrong answers to the questions I am about to ask. Please feel free to share your point of view. I will be recording this interview because we do not want to miss any of your comments, but the transcript of this interview will only be reviewed by the researchers on this project. We will keep the things that you say confidential, which means your name will not be connected to any of the statements made. Please try to refrain from using the names of staff or guests to protect the confidentiality of others.

Do you have any questions before we begin?

Appendix C: Focus Group and Interview Script

Focus Group and Interview Script

1. Have you seen a change in staff attitudes or behavior related to human trafficking & commercial sex?
    a) If so, what have you seen?
    b) If not, why do you think that is?

2. Do staff report suspected trafficking to management more, less, or about the same after the training, as compared to before the training?
    a) Tell me more about this.
    b) Why do you think this is?

3. Are there other ways the training has impacted your hotel/motel staff?
    a) Such as policy changes, staff discussions, staff awareness, reporting policies/protocol or incidents of reporting

4. If managers do not discuss policy/protocol, ask:
    a) Have you changed any policies, or changed the way that you implement existing policies?

5. Do you have any recommendations for improving training in the future?

6. What could the Coalition do for you and your staff to help you identify and report trafficking?
    a) Is there a product, service, or delivery method that you would find helpful?

7. Would you recommend this training to other managers?
    a) Why or why not?

8. In thinking about the number you had chosen to rate the usefulness of the training, why did you choose that number?