2022 Red Sand Events

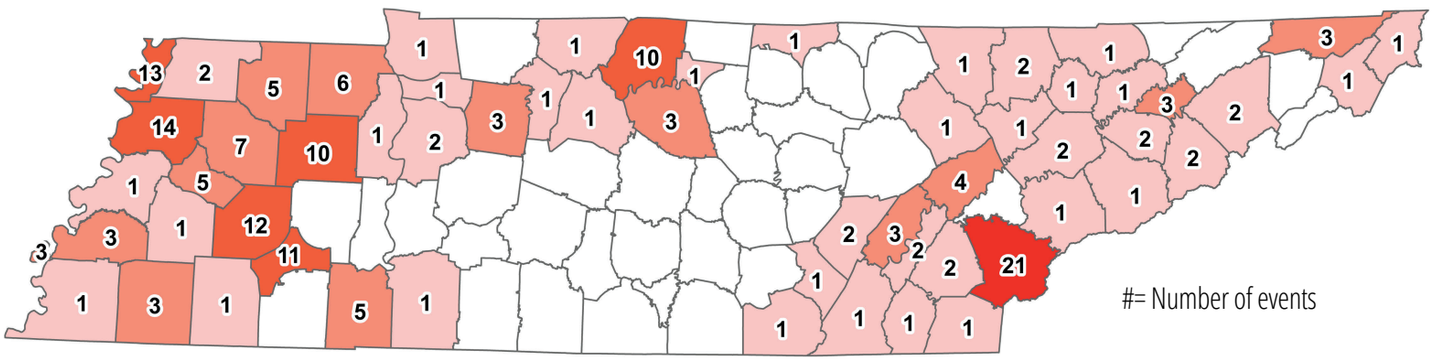
The Red Sand Project is a participatory artwork that uses sidewalk interventions and earthwork installations to create opportunities for people to question, connect, and take action against vulnerabilities that can lead to human trafficking and exploitation.

Events took place in 55 out of 95 counties

192 individual events took place across Tennessee

Between 2,000 and 3,600+ individuals participated in events

In 2022, The Tennessee Department of Health worked with 32 different organizations (including local health departments, schools, and non-profits) to sponsor and promote Red Sand events across the state.



Successes

- Local community support and engagement
- New partnerships
- Collaboration between agencies/organizations
- Media involvement –TV stations, newspaper, social media
- Strong awareness and interest
- High participant turnout
- Positive participant feedback

Challenges

- Rainy weather
- Heat and high temperatures
- Traffic near event
- Lack of communication
- Lack of participation or interest
- Busy schedules (e.g., work and school)
- No sidewalks and cracks to pour sand

Partners

- Sexual/ domestic violence organizations
- Healthcare organizations
- Schools
- County and local governments
- Law enforcement agencies
- Businesses/ non-profits

TN Department of Health

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For more information about the Red Sand Project and human trafficking in Tennessee please visit the TDH Human Trafficking website here.