

Red Sand Project TN

July 24-30, 2022

During the week of July 24-30, 2022 the Tennessee Department of Health Reproductive and Women's Health team along with partnering organizations across the state will bring awareness and education to the citizens of Tennessee on the growing public health issue of human trafficking.

WHAT IS THE RED SAND PROJECT?

Red Sand Project is an interactive art exhibition designed to raise awareness of human trafficking. By spreading red sand in sidewalk cracks, the project brings attention to those who have "fallen through the cracks" in society. Red Sand Project installations have taken place in **70 countries** around the world. Hundreds of thousands of toolkits have been distributed to over **1,000,000** people.

WHO CAN BE A PART OF THE RED SAND PROJECT?

Anyone! Red Sand Project has been implemented by individuals and organizations worldwide! Students, educators, businesses, nonprofit organizations, celebrities and survivors, have all joined the fight against human trafficking.

HOW TO DO AN INSTALLATION?

Sidewalk installations are simple. Pour red sand in a sidewalk crack, take a photo and post it to social media using the hashtags **#RedSandProjectTN** and **#ITHasToStop**. Red Sand can be used anywhere there is a crack in a sidewalk or a high foot-trafficked area in your community. Be sure to ask for permission before installation.

WHAT IS IN THE RED SAND?

The sand is made from feldspathic rock, a known source for producing a **natural, non-toxic material** void of carcinogens like crystalline silica, quartz or tremolite asbestos. It is colored red using organic pigment and resins, encapsulating each grain with only organic ingredients and processed to sparkling perfection. **It does not contain nuts, gluten or wheat** and it is tested annually with safety standards for children of all ages.



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