



# *The Day* **MY GOD DIED**



## **Community Engagement and Educational Outreach**

THE DAY MY GOD DIED is a feature-length documentary that presents the stories of young girls whose lives have been shattered by the child sex trade. This unforgettable examination of the growing plague of sex slavery weaves footage from Bombay brothels with stories of young girls who are taking action to stop the child sex industry. They describe the day they were abducted from their village and sold into sexual servitude as “the day my god died.”

**The ITVS Community Connections Project (CCP) is partnering with organizations to target the broad audience still unaware of the global epidemic of child sex trafficking. The campaign reaches out to:**

- Public policy makers including elected officials and government agencies that monitor U.S. policy on child sex trafficking
- Organizations that work on human rights, women’s rights, child welfare, public health and global relief
- The faith-based community
- Direct service organizations that work with trafficked women and girls
- Students in women’s studies, international affairs, law, public policy and Asian studies programs
- Male offenders of violence against women and men’s awareness groups
- Travel agents and professionals in the international tourism industry
- Law agencies responsible for enforcing sex trafficking laws

*“One million women  
and children are  
sold into sex trafficking  
each year.”*

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## **The goals of the outreach and education campaign are to:**

- Promote public awareness about the global child sex trafficking industry—including the more than 45,000 women trafficked to the United States each year
- Support the work of organizations, policy makers and law enforcement fighting to end global sex trafficking and empower young women to escape servitude
- Incorporate the film and educational discussion guide into university curricula
- Educate viewers about the global spread of HIV/ AIDS through the sex trafficking industry
- Promote awareness of child sex tourism amongst travel professionals

## **THE DAY MY GOD DIED Community Engagement Campaign invites national and local organizations to **participate** in this multi-phase effort:**

- Sponsor preview screenings and complementary activities on the issue of child sex trafficking
- Run educational workshops for law enforcement and policy makers on the issue of child sex trafficking
- Incorporate the film and the corresponding viewer guide into classroom curricula and university forums
- Run educational workshops for male offenders and men's awareness groups about global violence against women
- Sponsor workshops for travel professionals about the child sex tourism industry
- Support station and community-sponsored film series

For more information about this project and other ITVS-CCP campaigns, visit [www.itvs.org/outreach](http://www.itvs.org/outreach) or email [outreach@itvs.org](mailto:outreach@itvs.org). If you have questions about the campaign you can call the ITVS-CCP Outreach Department at (415) 356-8383, ext.244.

The Independent Television Service (ITVS) brings to local, national and international audiences high-quality, content-rich programs created by a diverse body of independent producers. ITVS programs take creative risks, explore complex issues, and express points of view seldom seen on commercial or public television. ITVS programming reflects voices and visions of underrepresented communities and addresses the needs of underserved audiences, particularly minorities and children. The ITVS Community Connections Project (CCP) is a public education and outreach project that transforms timely social issue independent film and public television broadcasts into tools that educate, engage and encourage positive action.

THE DAY MY GOD DIED is produced by Andrew Levine and is presented by the Independent Television Service (ITVS), with funds provided by the Corporation for Public Broadcasting.

