



# ANDRÉ GALLANT

## STRATEGIC MULTIPLATFORM COMMUNICATOR

Proactive.

Resourceful.

Innovative.

With over 15 years experience as a writer, photojournalist, videographer, graphic designer, and communications strategist, I am passionate about developing impactful messages and content that improve people's lives.

My work has focused on human rights, migration, agriculture, the arts, and global culture.

Since 2021, I have led communications for the Center on Human Trafficking Research & Outreach at the University of Georgia (CenHTRO), raising awareness about and helping people stop exploitation in their communities.

Communications have helped change policy and drive grassroots action to make a difference.

**Content that transforms big ideas into action.**

*andregallant.xyz*

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# WRITING

## Press releases, Impact Reports, & Features

### *UGA works to fight sex trafficking in Senegal*



#### **University of Georgia research and programs are combating the problem and helping survivors**

The dry, copper-colored soil of Kédougou, a remote province in southeastern Senegal that borders Mali and Guinea, abounds with gold ore, attracting miners from across West Africa and creating modest wealth for people who once lived by raising crops and livestock.

But transnational sex trafficking rings are taking advantage of the gold rush. Women from countries like Nigeria are being tricked into leaving their homes by traffickers who falsely promise them good jobs in Europe or the Middle East. They are instead taken to Kédougou and forced to engage in commercial sex.

In Senegal, commercial sex is legal. But new research from the University of Georgia’s Center on Human Trafficking Research & Outreach (CenHTRO) shows one in five women, aged 18-30, who are engaged in commercial sex in these gold mining areas have been trafficked. They are victims of severe sex trafficking, defined as commercial sex acts induced by force, fraud or coercion, or in which the person has not attained 18 years of age. In the study, survivors reported experiencing emotional, psychological and social manipulation to ensure that they stayed in their situation.

CenHTRO is leading data-driven responses that foster action on what’s considered a taboo subject in the local culture.

### *UGA receives \$5.2M to combat labor trafficking*



#### **Award supports financial capability programs for vulnerable populations**

The University of Georgia will receive \$5.2 million from the U.S. Department of State to expand a multi-institutional effort to combat labor trafficking in Malawi and Zambia.

The new award adds to \$2.2 million already committed to the UGA-based Center on Human Trafficking Research & Outreach (CenHTRO) to study the prevalence of labor trafficking in the region. Informed by research produced in the first phase, the additional funding allows CenHTRO and its partners to implement financial programs that can reduce the

risks and prevalence of labor trafficking among youth and young adults.

Initial findings from CenHTRO’s research show high levels of labor trafficking in Malawi and Zambia.

“Unemployment and poverty push people to migrate for better opportunities. This makes them vulnerable to human trafficking situations,” said CenHTRO Director David Okech, principal investigator, professor of social work and Georgia Athletics Association Endowed Professor of Human Trafficking Implementation Research. “We believe that by increasing financial literacy and access to financial services, we can help reduce this vulnerability and curb cross-border labor trafficking.”



# WRITING

## *It takes a village: CenHTRO works to slow human trafficking*

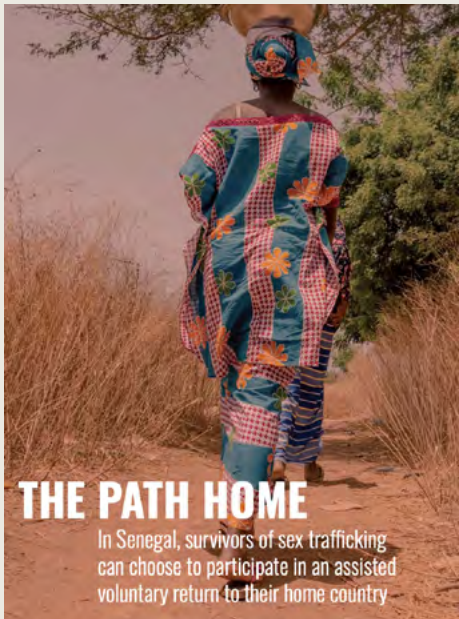


### **Life in rural Sierra Leone offers few economic opportunities to parents like Baidu Momoh and even fewer to her children.**

Surviving through subsistence farming and small-scale trading, Baidu has struggled to feed and educate her daughter.

So when a distant relative living in a larger town offered to take Baidu's daughter into her home and send her to school, Baidu felt relief. It was an opportunity for her child to secure a future and one fewer hungry belly for her to worry over.

### ***The Path Home***



### **THE PATH HOME**

In Senegal, survivors of sex trafficking can choose to participate in an assisted voluntary return to their home country

### **In the gold mining communities of Kédougou, girls and young women from across West Africa are experiencing sex trafficking.**

They left their homes in search of good jobs abroad, but were instead forced to participate in commercial sex.

As we work to reduce the prevalence of this exploitation in Senegal, CenHTRO emphasizes survivor

care in its response. From identification and removal from a trafficking situation, to reintegration and return, our partnership with Free the Slaves guides survivors on a sustainable path to healing and, in some cases, back home.

The journey often begins with community vigilance committees, who are trained through our program to help identify survivors of sex trafficking and collaborate with law enforcement to remove them from their exploitative situations.

But solace soon turned to dread. Instead of attending school, the girl was forced into domestic servitude. She suffered beatings when she protested her treatment. What happened to the girl constitutes human trafficking, which the University of Georgia's Center on Human Trafficking Research & Outreach (CenHTRO) has been working to combat in West Africa and across the world. a walk-in cooler—a way station for market-bound oysters and crabs—to grab the work gloves and hip waders necessary for the day's labor.

Informal fostering situations, in which a child lives apart from their biological parents, are common across Africa and have helped generations of children attend school and escape extreme poverty. But bad actors abuse the tradition, meaning children wind up being forced to work in agriculture or cleaning houses when they should be learning math and science. This is child trafficking, and CenHTRO research shows that in Sierra Leone's Eastern Province, where Baidu lives, 33% of children under 18 have experienced a form of it.

Survivors are then placed in a rehabilitation center operated by La Lumière, where they receive gender-sensitive and trauma-informed care and psychosocial services as part of their recovery. At the shelter, survivors also receive legal assistance through a partnership with the Association of Senegalese Jurists (AJS). They are helped, if they so choose, to pursue justice through the appropriate judicial system.

As the majority of survivors helped through our programs have come from other countries, usually Nigeria, survivors can then decide to participate in an assisted voluntary return to their home country. Of the 163 survivors served so far, 83 have selected this option.

Survivors receive extended rehabilitation care through a partnership developed with Emmanuel World Children Foundation in Nigeria, and they participate in life and financial skills workshops. Vocational training, general education, and income-generating opportunities are made available to them, and many survivors have benefitted from these programs.

One survivor now sells footwear. She was supported to rent a shop, and later, a vendor was engaged to supply footwear, furniture, electronics, and other materials for sale. Her business continues to expand. Other survivors have been trained in trades, like cosmetology and the culinary arts. Overall, survivors are becoming less vulnerable to trafficking and, going forward, our partners are maintaining connection and communication to ensure their journey's progress.

# WRITING

## Newsletters

I typically employ Mailchimp and other similar email marketing platforms to keep diverse, global stakeholders informed of key

information and program impacts. Newsletters consistently averaged a 40-50% open rate, well above industry norms.



Center on Human Trafficking Research & Outreach

September 4, 2024



IMPACT AND SUSTAINABILITY IN SENEGAL

**Impact + Sustainability in Senegal**

**15+** convictions of human trafficking suspects.

**202+** survivors removed from situations of sex trafficking.

**143+** survivors assisted to return to their home countries.

Our impact in countering sex trafficking in the gold mining areas of Kédougou, Senegal has been immense.

As our programs draw to a close in the country, CenHTRO faculty and staff met with key government and civil society stakeholders in July to assess the future of anti-trafficking work in Senegal. In collaborative sessions, we shared our thoughts on what's worked, listened to feedback, and brainstormed on what's next.

These meetings gave us a sense that combating human trafficking has been prioritized in the national agenda. Public statements from ministers and elected officials have also indicated this.



INCREASING REPORTING ON HUMAN TRAFFICKING IN SIERRA LEONE

**Investigative Reporting Helps Combat Child Trafficking in Sierra Leone**

The news media plays a critical awareness-raising role about how human trafficking happens around the world. Strong investigative reporting keeps people informed about how exploitation occurs in their communities and holds governments and institutions accountable for stopping the crime.

CenHTRO has partnered with the [Journalism Centre on Global Trafficking](#) to train two cohorts of multi-platform journalists in Sierra Leone to produce investigative reports on human trafficking. In total, 23 journalists have received media skills training, editorial coaching, access to relevant data and key interview sources, and financial support to report deeply on the topic. They've produced stories across print, broadcast, and digital media that have created tangible community impact.

This July, the latest cohort completed and published their stories. Read a few via the links below.

[View online](#)



Center on Human Trafficking Research & Outreach

November 2023

**DIRECTOR'S LETTER**

**Making an Impact in Sierra Leone**



This fall, the Center on Human Trafficking Research & Outreach is marking the close of its first grant from the U.S. Department of State Office to Monitor and Combat Trafficking in Persons.

This award led us to conduct baseline research on child trafficking and child labor in Sierra Leone and Guinea, as well as develop anti-trafficking programs and policies in Sierra Leone.

Moreover, we clearly demonstrated our collaborative approach in conducting targeted prevalence estimation research and identifying service and policy gaps. This aided in the creation of evidence-based, survivor-informed interventions. We built partnerships with government, NGOs, INGOs, and grassroots stakeholders in a collective effort to reduce child trafficking. This method serves as our trademark, the impact has been tremendous, and I feel immensely proud of our many accomplishments.

I was honored, along with the wonderful CenHTRO team, to celebrate the center's journey so far, and to reflect on where we plan to go in the future, during [an open house event on the University of Georgia campus on October 4.](#)



CenHTRO team at the Open House on October 4.

In addition to our colleagues from Guinea, Senegal, Sierra Leone, and the UK, we were joined by UGA Provost S. Jack Hu, UGA Social Work Dean Philip Hong, a number of senior UGA administrators, and W. Courtland Robinson, professor of public health at



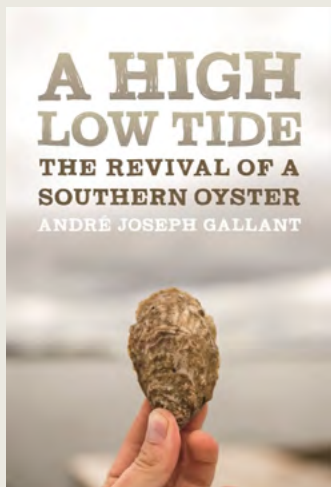
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# WRITING

## Books

### *A High Low Tide: The Revival of a Southern Oyster*



Published by the University of Georgia Press in 2018.

Oysters are a narrative food: in each shuck and slurp, an eater tastes the place where the animal was raised. But that's just the beginning. André Joseph Gallant uses the bivalve as a jumping off point to tell the story of a changing southeastern coast, the bounty within its waters, and what the future may hold for the area and its fishers. With *A High Low Tide* he places Georgia, as well as the South, in the national conversation about aquaculture, addressing its potential as well as its challenges.

*"Gallant's ability to explain the biology/ecology of the Georgia seacoast oyster is remarkable for both its depth and understandability. Likewise, his introduction of a cast of strongly individualistic characters involved in this unique coastal culture is key to creating a rich and compelling story of place. Moreover, his descriptions of the physical power and beauty of the region create a fascinating world that is a pleasure for any reader to enter."*

## Journalism

### *Hope on the Half Shell*



#### **A Harris Neck morning rouses at its own pace.**

Pine tops silhouette against a peach dawn slipping west over the salt marsh. Oak limbs droop over unpaved roads and delay daybreak like bedcovers pulled over sleepy heads. Nothing wakes faster than it must.

Silence and slowness so infuse this isolated corner of coastal Georgia, McIntosh County, roughly an hour south of Savannah, that tufted titmice trills overpower the sporadic grunt of diesel engines trucking workers to labors elsewhere. Hustle unfolds here in studied fashion, embodied full form by the slim frame of oysterman Earnest McIntosh Sr., who, at 7:00 a.m. on a mid-August Friday, sounds worried about losing

minutes in the day but strides forward confident he can make up the time.

"We're going to have to hurry," he says midglide across fescue surrounding his low-slung mint-green-colored home, passing a jon boat on his way to a backyard workshop. He wears a Prussian blue T-shirt tucked into jeans; a gold chain loops his neck and accentuates rich curls of gray hair. His call stirs his crew. His son, thirty-four-year-old Earnest Jr., trails behind, clutching a Styrofoam cup of molten gas station coffee. The resemblance to his father is uncanny, although an adolescence spent under football pads has yielded a tight end's shoulders. A nephew, twenty-year-old Najay White, the newest addition to the shellfishing team, is also about; he stretches after snatching a few extra winks in the passenger seat of his maroon sedan. They gather under a roof extending off a walk-in cooler—a way station for market-bound oysters and crabs—to grab the work gloves and hip waders necessary for the day's labor.

### *Pigweed in the Cotton: A 'Superweed' Invades Georgia*

#### **Stanley Culpepper has spent most of the last decade fighting a monster.**

In 2004, a farmer spotted palmer amaranth, also known as pigweed, invading his cotton fields in Macon County, Georgia. Given that almost all cotton grown in the state is genetically engineered to be resistant to glyphosate – the main ingredient in Monsanto's Roundup herbicide – palmer amaranth's creep into Georgia cotton fields meant the weed had built up a resistance as well. And soon, palmer had spread across the state.

Nothing could kill palmer. It can grow to seven feet in height, drowning out cotton plants and destroying farm equipment. A few farms lost the palmer battle and closed up shop.

No wonder they call it a superweed.

The task of defeating palmer fell to Culpepper, the state's foremost weed expert, who refuses to refer to palmer by its superlative nom de guerre. "I call it a special weed," Culpepper says.

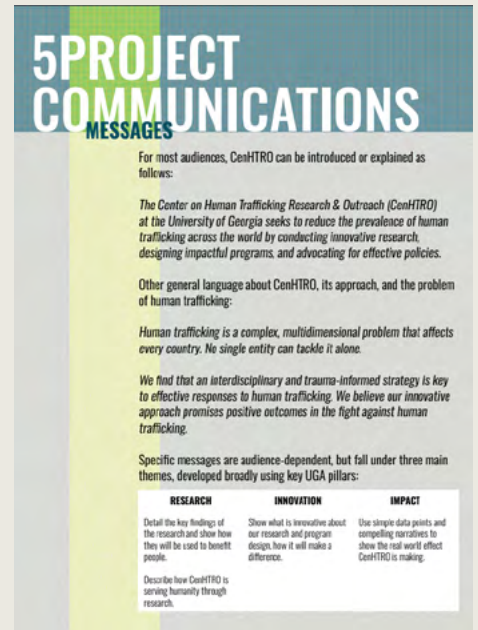
In the last decade, palmer amaranth beat "the moral crap" out of Georgia's cotton growers, says Culpepper, an extension scientist and professor at the University of Georgia. Just a few years ago, every cotton field in Georgia was a nightmare, he says, a bad dream that's since spread across the country, covered heavily by the media as yet another blow against Monsanto and biotechnology. Palmer thrives in the dry heat created by drought, and Georgia is only now pulling itself out of a continuing drought that stretches back to the 1990s. As drought parched and pummeled south Georgia crops, palmer's seed-spreading ferocity – female plants pump out over 400,000 seeds – flourished.

# COMMUNICATIONS STRATEGY

## Brand Development

Since 2021, I have executed a comprehensive communications strategy for CenHTRO. This effort has entailed brand development and alignment across a global team, press campaigns to raise awareness domestically and internationally, and employed a broad multiplatform approach to elevate the center as a worldwide leader in its specialty field.

[Download the CenHTRO Branding Plan](#)



## Media Engagement

In addition to traditional press releases published for domestic audiences, I helped CenHTRO gain prominence in project countries by earning considerable media attention in print, broadcast, and digital media.

I spearheaded and managed a project that trained 24 multimedia journalists from Sierra Leone and gave financial and editorial support for investigative reporting on human trafficking. Their stories directly led to reducing labor trafficking of children in gold mines.



90 second spot aired 20+ times on CNN International to millions of viewers globally.

[Watch CenHTRO on CNN](#)

# 6

TV broadcast appearances in Senegal and Sierra Leone reach an audience of over

# 10 million.

# 100+

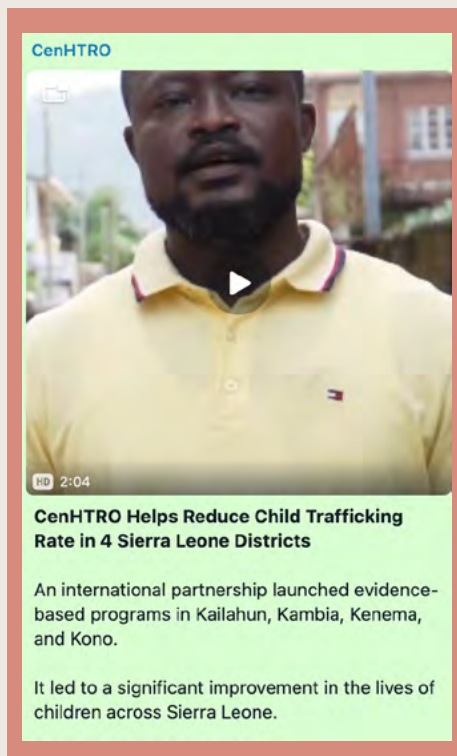
media placements in print and digital publications in Senegal and Sierra Leone.

# COMMUNICATIONS STRATEGY

## Stakeholder Engagement

In Sierra Leone, where smartphone data is expensive and limited, I produced low-resolution video assets to share within targeted WhatsApp community groups to spread awareness of campaign achievements. Working with local staff, we targeted 10+ groups of key highly engaged decision-makers and stakeholders (4,000+ individuals).

[\*Watch the video\*](#)



Awareness-raising activities led to a **DOUBLE DIGIT DECREASE** in child trafficking prevalence in target districts.

## Events

In-person and virtual events are where brand and communications strategy shine. There's no better way to grow and cement an organization's status among audiences and stakeholders.

Working in partnership with key staff, national and international government staff, U.S. Embassies, and more stakeholders, I organized three large scale conferences for dignitaries and hundreds of attendees and a 60+ person research conference attended by people from five continents.



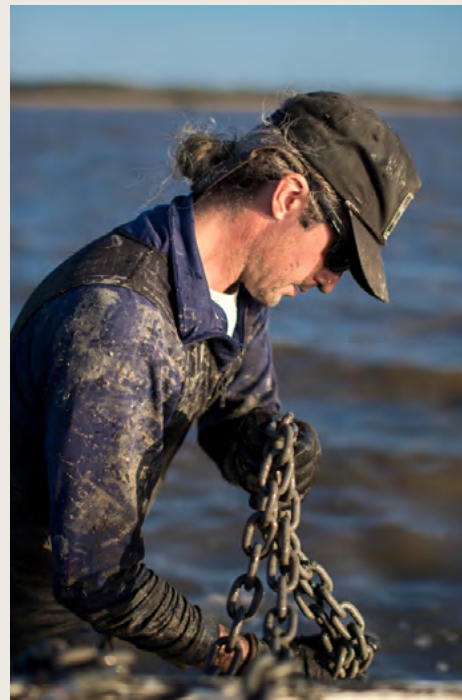


# MULTI MEDIA

## Photojournalism

My approach to photography follows a documentary tradition, employing elements of street photography and reportage to

capture the world in vibrant honesty. Labor, migration, agriculture, culture, and food are common subjects.





# MULTI MEDIA

## Video

Throughout my career, I've produced news video, documentary, and social video for communications companies, nonprofits, and small businesses. I employ my skills as a reporter and project manager to plan and execute interviews,

collect footage, work with partners, and across languages and cultural difference to produce video packages that both inform and entertain. Below are two recent videos produced for the Center on Human Trafficking Research & Outreach.



## Protecting Survivors of Child Trafficking in Sierra Leone

[Watch "Protecting Survivors of Child Trafficking in Sierra Leone" on YouTube](#)



## Preventing Trafficking Through Community By-laws in Sierra Leone

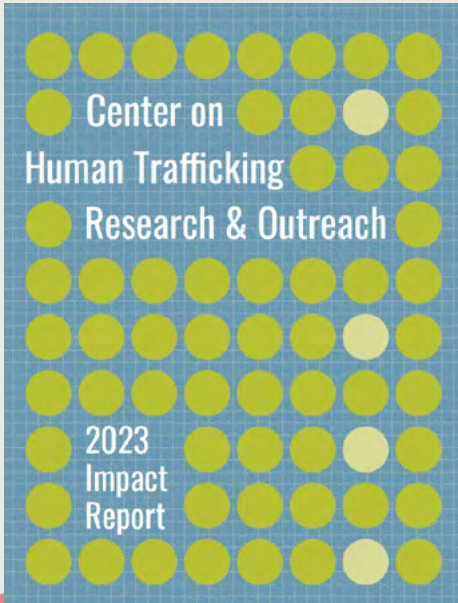
[Watch "Preventing Child Trafficking Through Community Bylaws" on YouTube](#)



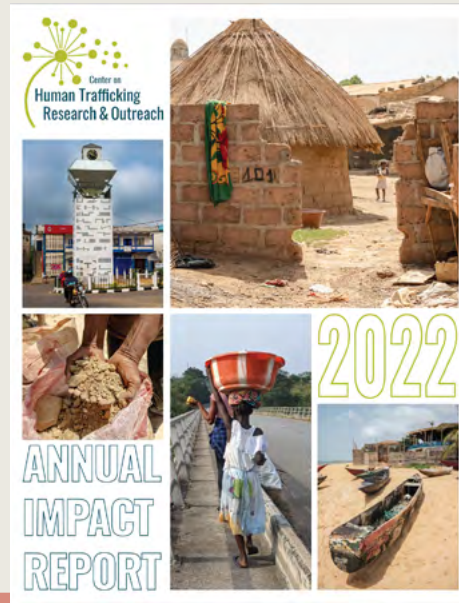
# GRAPHIC DESIGN

I design documents for diverse audiences — from 300-page technical documents, impact reports, event pamphlets, and social media designs — focusing on adaptability across platforms.

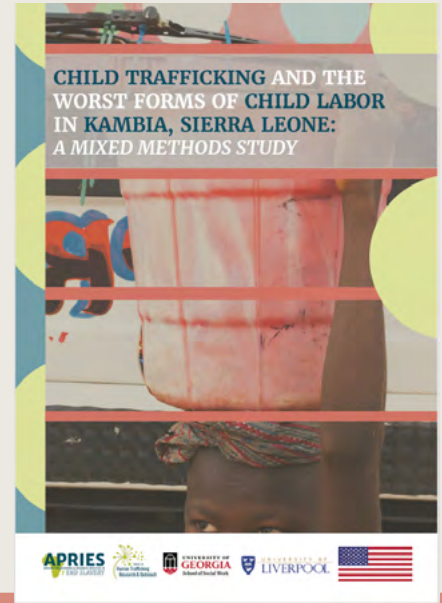
## Annual and Technical Reports



[link](#)



[link](#)



[link](#)

## Pamphlets, One-pagers, and Social Graphics



[link](#)

**Our impact was tremendous.**

**200%+**  
increase in number of survivors identified

**900+**  
individuals trained in prevention, protection, and prosecution response

**75**  
legal actions taken: investigation, arrests, and prosecutions

**261**  
prevention, protection, and prosecution trainings conducted

**21**  
journalists trained in investigative reporting on trafficking issues

**CenHTRO Activities to Reduce Child Trafficking in Sierra Leone**

**SUPPORTED NEW ANTI-HUMAN TRAFFICKING AND MIGRANT SMUGGLING BILL**

CenHTRO collaborated with the Ministry of Social Welfare and provided extensive contributions in the review of the Anti-Human Trafficking and Migrant Smuggling bill before its introduction to Sierra Leone's parliament, the Bill was enacted by the Parliament in April 2022.

**ENHANCED ECOWAS RESPONSE TO HUMAN TRAFFICKING**

Alongside the Government of Sierra Leone, CenHTRO hosted the Regional Conference of ECOWAS States on Ending Human Trafficking in Freetown in April 2023. The event brought together over 300 ministers and delegates representing West African governments, NGOs, civil society organizations, and anti-trafficking professionals to share their experiences in implementing strategies to combat human trafficking. High-level meetings produced the Freetown Roadmap, which is guiding the next ECOWAS Plan of Action Against Trafficking in Persons.