

What we
do



EDUCATE

We can't see about our lives and don't know
enough. As a community, we need to
provide the education and training
needed for our workforce and
economy. We're focused on helping
trafficking survivors and getting
connected.



SURVIVOR CARE

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COLLABORATE

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2017 impact

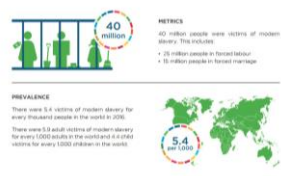


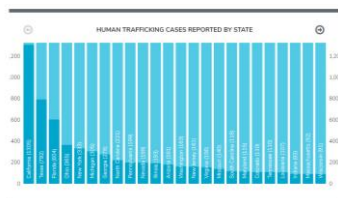
The Demand



Why discuss demand?

- Human trafficking is a business with both a supply and a demand
- Most of that demand is coming from men who struggle with multiple, complex issues
- We will never end human trafficking until we reduce the demand that's driving it in the first place

[illegible]

[illegible]

Profile of a buyer

- **42.5** average age
- **15%** less likely to be married
- **18.9%** of the buyers' professions involved working with children, including teachers
- **21.6%** involved a position of authority or trust, including law enforcement



The Reasons



5 main categories of reasons

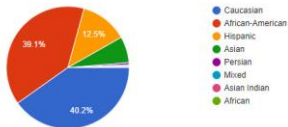
1. Sex with intimacy
2. Sex without intimacy
3. Variety
4. Thrills
5. Pathology



9 specific reasons men solicit,
according to a John School

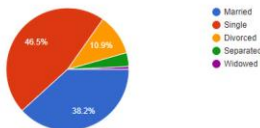
- **850+** men have completed the John School since 2005
- **400+** men have filled out surveys
- **43** is the average age of the John School men
- **36** is the average age they first solicited
- **23** questions are in each survey

2.) Ethnicity
376 responses



Ethnicity

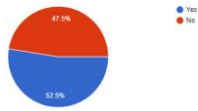
3.) Marital Status
387 responses



Marital status

4.) Are you currently involved in a committed relationship? (If NO skip to #7)

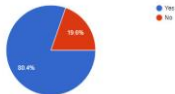
373 responses



Relationship status

5.) If yes, are you emotionally satisfied in that relationship?

204 responses



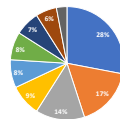
6.) If yes, are you sexually satisfied in that relationship?

202 responses



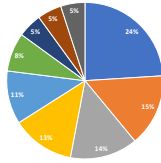
Emotional and sexual health

Which of the following factors influenced your decision to seek sex from a prostitute?



- It is a way to have sex without the responsibilities of a relationship
- It is an easy way to access sex
- It is exciting and thrilling to approach a prostitute
- Feel that most women find me unattractive
- Engage in sex acts that a traditional partner won't do
- Like to have a variety of partners
- Prefer prostitution to a traditional relationship
- Current relationship is not satisfying to me
- Have difficulty meeting women

In your own words, why did you first seek to engage in activities with a prostitute?



■ Loneliness ■ Curiosity ■ Lack of sex/intimacy/companionship ■ Something new/different ■ Boredom ■ Fun ■ Excitement ■ Depression ■ Thrill

A note on porn

Porn's Link to Trafficking

- 1 49% of trafficking survivors say pornography was made of them while they were enslaved, a study shows.
- 2 The average age trafficking victims are forced into pornography production is 12.8 years old, a study shows.
- 3 63% of underage sex trafficking victims say they were advertised or sold online, a study shows.
- 4 "It is much easier to disguise the age of a (trafficking) victim through a picture in an online advertisement than it is to hide her age in person." - [Thorn](#)

The Strategies

12 strategies for reducing the demand

Demand Reduction Tactic	U.S. Sites Identified
Arrest Tactics	
Reverse Stings	1,351
Reverse Stings - Web-based	727
Post-Arrest Tactics	
Shaming (driver's identities publicized)	1,044
Auto seizure	182
John schools	121
Geographic exclusion zones ("SOAP" orders)	96
Community service	87
Driver's license suspension	24
Other Tactics	
Neighborhood Action	194
Surveillance Camera & Video Evidence	111
Public Education	73
"Dear John" Letters	63
Any Anti-Demand Tactic	1,357



Reverse stings

The reverse sting has been used in over **1,350** cities and counties; it usually involves undercover female officers who pose as solicitors



Web stings

Web-based reverse stings involve police posting online decoy ads; these have been used in **725** cities and counties in the U.S. since 1995



Shaming

At least **75%** of the 1,350+ cities and counties that have conducted reverse stings have publicized offender identities to publicly "shame" them



Auto seizures

Over **180** cities and counties that have arrested sex buyers have seized their vehicles and fined them up to \$2,000



John schools

John schools are educational programs for solicitors; they are currently located in over **70** cities in the U.S. and serve over 120 cities and counties



SOAP orders

SOAP orders have been used for sex buyers in at least **95** cities and counties, restricting arrested sex buyers from visiting prostitution areas



Community service

Over **85** cities and counties have ordered solicitors to perform up to 100 hours of community service



License suspension

Just **24** communities have suspended licenses of those who used their vehicle to solicit sex



Neighborhood action

More than **160** cities and counties have engaged in some form of neighborhood-led action, such as citizen patrols



Cameras

Surveillance cameras have been used in at least **110** cities and counties to discourage potential sex buyers



Public education

At least **70 cities** and counties have launched some form of public education effort, such as teaching young boys about demand issues



Letters

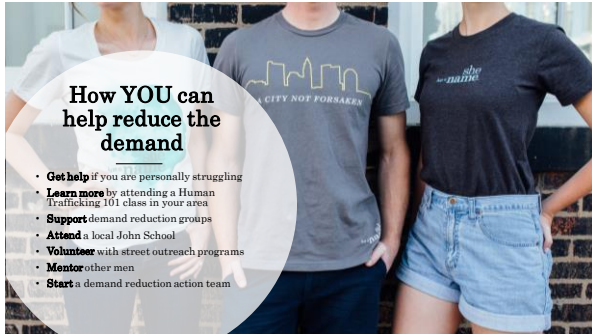
More than **60** cities and counties have mailed "Dear John" letters to men arrested in reverse stings or seen in prostitution areas

Our Solution

We seek to address root issues that drive men to solicit with the help of:

- John School teachers
- Licensed counselors
- Support groups
- Church ministries

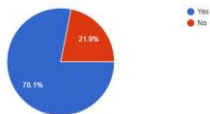




How YOU can help reduce the demand

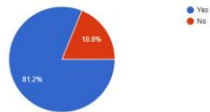
- **Get help** if you are personally struggling
- **Learn more** by attending a Human Trafficking 101 class in your area
- **Support** demand reduction groups
- **Attend** a local John School
- **Volunteer** with street outreach programs
- **Mentor** other men
- **Start** a demand reduction action team

18.) Would you change your mind about paying for sex if you knew that the majority of prostitutes are homeless?
347 responses



Change is possible

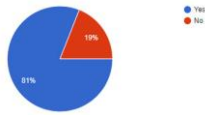
19.) Would you change your mind about paying for sex if you knew that the majority of prostitutes are victims of violence?
345 responses



Change is possible

20.) Would you change your mind about paying for sex if you knew that the majority of prostitutes start at a very young age?

342 responses



Change is possible

Change is possible

"I wish more than anything I could take back my mistake, but in a strange way it's made me a better person. I now know I can move forward and raise awareness with dreams of ending this horrible issue."

—Ryan, John School graduate

she
has a name™
