“SAFEGUARDING COMMUNITIES THROUGH PARTNERSHIP”
DEFINITION

HUMAN TRAFFICKING IS COMPELLING A PERSON TO ENGAGE IN COMMERCIAL SEX OR FORCED, UNFAIR LABOR.
Human Trafficking is not happening in my community

MOST COMMON MYTH

Human Trafficking is not happening in my community
MORE THAN 90% OF TRAFFICKED YOUTH STILL ATTEND SCHOOL AT THE START
According to the National Center for Missing and Exploited Children

1 IN 5 KIDS WILL BE APPROACHED BY A TRAFFICKER AT SOME POINT
According to the US Department of Justice, DOJ reports more than 50% of sex-trafficking victims are under 18.
According to the National Center for Missing and Exploited Children

NCMEC REPORTED AN 846% INCREASE IN REPORTS
According to the Florida Department of Family Services, 80% of trafficked youth are "community kids".
Victims of human trafficking, and those that are targeted by traffickers, can be from:

• Any race
• Age
• Ethnicity
• Social or economic group
• Gender (boys and girls can both be victims)
• Sexual orientation
• Level of academic achievement
WHO IS BEING TARGETED?

Accessibility  Suggestibility  Vulnerability
TYPES OF TRAFFICKERS

Traffickers come from all parts of society – every race, gender, and socio-economic group.

Boyfriend/Girlfriend: A common type is an attractive polished man (or woman) in their early 20s, who pretends to be a girlfriend or boyfriend to the teen.

Gangs: Criminal gangs also play a significant role in trafficking, sometimes using associates with a less threatening appearance to make the initial approach.
TYPES OF TRAFFICKERS

**Employers:** Fake employers also lure victims in to both sex and labor trafficking with promises of modeling or other glamorous careers.

**Family:** Finally, some victims are trafficked by their own family members (or foster parents).
TYPES OF TRAFFICKERS

Buyers: come from all parts of society, but the most common demographic:
- Middle to upper class
- White male
- Married with children
- Active member of their faith community

IF THERE WAS NO DEMAND THERE WOULD NO NEED TO VICTIMIZE AND EXPLOIT PEOPLE
ADDRESSING DEMAND

**Educate** men about the **facts** surrounding commercial sex

**Prevent** exploitation through increased penalties for buyers of sex and other enforcement/deterrent operations

**Empower** men to take a stand and speak up
TRAFFICKER METHODS

SCOUT

Traffickers are searching for young people to target.

Traffickers find teens:
- On social media
- In shopping malls
- At bus stops
- In school
- Through friends

MANIPULATE

Traffickers relate to young people and often times seem “too good to be true.”

They:
- Pretend to be boyfriends or girlfriends
- Buy presents; treat their intended victims very well
- Listen and act interested in their lives
- Traffickers lie

TRAP

Traffickers trick or control young people into staying in the lifestyle.

These methods could be:
- False love or lies
- Drugs
- Violence or threats of violence
WHAT ALLURES VICTIMS?

• Fun and excitement
• Peer pressure
• Financial gain/drugs
• Social Status
• Protection
• Lack of understanding
• Seeking identity and a sense of belonging
TRAFFICKERS TARGET YOUNG PEOPLE WHO:

- Lack a sense of belonging to others
- Don’t feel well respected or valued by family or friends
- Base their self-worth on popularity or relationships
- Are willing to keep secrets, including their relationship
- Don’t have a good relationship with their parents
- Are looking for a boyfriend or girlfriend
- Are often bored with not much to do
- Spend a lot time away from family and friends
- Are willing to take directions and believe the lies and false promises of the trafficker
WARNING SIGNS & RED FLAGS

Those being targeted or exploited may exhibit one or any combination of the following indicators:

- Change in behavior or mood
- Change in dress or style
- Signs of physical abuse
- Physical changes
  - Appears tired and sleepy
  - Loss of skin color
  - Noticeable change in weight
- Decrease in motivation to do anything
- Increase in secrecy
- Unexplained material possessions
- More sexually promiscuous
- Materialistic / Focus on money
The effects of trafficking are life-altering and long-term. Trafficking victims experience physical, emotional, and psychological effects. According to the FBI, the average life expectancy of a person trapped in trafficking is only 7 years. It is estimated that 1 trafficking survivor requires the resources of 10 domestic violence survivors and years of support to recover.
Physical Effects of Exploitation of a Teenager Over 18 months

* These physical changes are NOT a result of drug or alcohol abuse, simply the physiological effects of being exploited during childhood development.
SAFEGUARDING YOUNG PEOPLE

**Educate** them about human trafficking

**Prevent** exploitation from happening by keeping open lines of communication

**Empower** them by offering sound advice and being involved in their lives
FOCUSED, DRIVEN, AND COMPASSIONATE IN ALL WE DO.

MISSION
The Just Ask Prevention Project seeks to inoculate communities against the threat of human trafficking, a public health crisis.

VISION
We envision a world where children are free to achieve their full potential without the threat of being trafficked or exploited.

VALUES
The Just Ask Prevention Project is focused and ensuring the progress of human rights and the protection of global citizens regardless of race, ethnicity, religion, age, gender, or socio-economic status.
Since its founding in 2013, the Just Ask Prevention Project has educated over 900 professional and community-based organizations in the identification, prevention, and response to human trafficking and other forms of exploitation.
“Safeguarding communities through partnership”

Just Ask serves as a capacity-building organization, developing and implementing self-sustaining programs to protect children from human trafficking and exploitation based on best-practices.
THE PROBLEM

Human Trafficking has become the second largest criminal enterprise, second only to drug trafficking. Traffickers are targeting younger and younger victims, some as young as elementary school.

*Kids are taught how to protect themselves from drugs, why not traffickers?*
PREVENTION PROGRAMS

► Just Ask has developed programs for schools, youth groups, school resource officers, and parents based on best-practices for curriculum development

► Recently called the “Gold Standard in prevention curriculum”

► Industry leader, currently reaching more than 150,000 youth annually, more than any other NGO working on human trafficking prevention curriculum
AWARENESS PROGRAMS

Reaching out to communities and helping to shine a light on the emerging threat of human trafficking through **Community Conversations**

Supporting youth-led awareness campaigns and clubs in the schools and youth groups

For more information about hosting an awareness event or for a free Youth Campaign Guide please contact us at info@justaskprevention.org
YOUTH CARES CONFERENCE
January 11, 2020
The Safeguard\textsuperscript{SM} Training Program provides disciplinary specific training to fit the needs of industry professionals. Our training builds capacity to respond and deal with these complex situations.

The curriculum has been customized for:

- first-responders
- healthcare
- educators
- youth leader / coaches
- counselors / social workers
- hospitality
- retail
- field technicians
- faith communities
- transportation

And with our team of technical experts, we can customize the program to fit other groups that could come in contact with an exploited person.
All of our curriculum has been reviewed by survivors of trafficking and exploitation, parents of survivors, as well as industry experts to ensure its accuracy and effectiveness.
Too many people stay trapped in exploitive situations because they don’t know where to turn for help.
SAFE ZONES

WHO IS ELIGIBLE?

- hotels
- houses of worship
- hospitals/healthcare offices
- counseling offices
- after school/youth programs
- retail stores/malls
- schools
- transportation companies
IMMEDIATE ACTIONS STEPS

1. Spread awareness
   • Tell three (3) people something you learned here today
   • Follow us on social media and repost/share information
     
     @justaskprevent  
     @justaskprevention

   • Learn more at www.justaskprevention.org

2. Host an awareness event or advocate for program implementation

3. Become a Champion
   • www.justaskprevention.org/champions