



**“Sex trafficking does not just exist because its victims are vulnerable – it exists because there is a demand for commercial sex that traffickers can exploit and profit from”** (Equality Now, 2012).

**The forced labor and prostitution industry generates \$32 billion/year, indicating an extremely high level of demand.** In order to protect the millions of girls in modern day slavery, **we need to decrease the demand that places them at risk of trafficking.**

## **How? Best Practices and Recommendations to Combat the Demand for Sex Trafficking**

**Educate Boys.** It is crucial to involve men and boys in anti-human trafficking efforts. Educate them on how harmful this practice is to women and girls. Challenge the traditional social construction of masculinity to promote gender equality.

**Naming and Shaming.** Publicizing the names of men and boys who solicit women and girls in prostitution can deter them from doing so.

**Involve Authorities.** Train local authorities about the signs of sex trafficking and educate them on its prevalence in their local jurisdictions.

**Punish Perpetrators.** Encourage authorities to punish the perpetrators. This includes punishing both the pimps and those who are purchasing commercial sex.

**Advocate.** Urge policymakers to adopt a human rights based approach to legislation around prostitution. Criminalizing the purchase of commercial sex can further protect victims of trafficking.

**“The Nordic Model is the world’s first human rights based legal approach to ending human trafficking”** (Coalition Against Trafficking in Women, 2011).

- Originated in Sweden in 1999, but has also been passed by South Korea in 2004, and by Norway and Iceland in 2009.
- First attempt to recognize the root cause of prostitution and trafficking: the demand.
- Two goals of this model: curb the demand for commercial sex and trafficking, and promote gender equality (Equality Now, 2012).
- Law that recognizes prostitution as violence against women and girls and recognizes sex trafficking as a violation of human rights.
- The Nordic Model criminalizes the purchase of commercial sex and decriminalizes the victims (Equality Now, 2012).

**Encourage your government to adopt the Nordic Model to decrease the demand!**

Information on flyer retrieved from the Coalition Against Trafficking in Women and Equality Now.

Visit their websites for more information and learn how to get involved: <http://www.catwinternational.org>

[www.equalitynow.org](http://www.equalitynow.org) Learn more about the Nordic Model: [http://www.equalitynow.org/sites/default/files/Nordic\\_Model\\_EN.pdf](http://www.equalitynow.org/sites/default/files/Nordic_Model_EN.pdf)