



## Session 6 Community Mapping: Transforming Facilitators

As we have learned, there are three factors that must be addressed to prevent sex trafficking: supply, demand, and facilitation. Facilitators are people, media outlets, and passive community bystanders that are necessary to commercial sex. Law enforcement and other anti-human trafficking efforts often focus on human facilitators as the primary criminals behind human trafficking. They are the pimps and the traffickers – those who most immediately benefit financially from sex trafficking. However, media outlets and passive community bystanders such as taxi drivers and hoteliers also facilitate trafficking when they don't take a stand against advertising for trafficking in their publications and exploitative activities by their clients and customers.

Pimps and traffickers rely on drivers to carry prospective sex buyers and exploited women and girls, and they need hotel rooms, apartments, and other locations to turn a blind eye to illicit activities. They also rely on media outlets, both print and online, to publish ads that bring in new girls to exploit and customers who want to purchase sex.

Facilitating human trafficking is lucrative. It is estimated to now be the second largest criminal industry in the world after drug trafficking. Pimps and traffickers are making a lot of money because they can sell girls over and over again while they can only sell drugs one time. Hotels do not want to turn away guests, media outlets do not want to turn away advertising revenue, and taxi drivers do not want to turn away clients. In 2010, it was projected that Craigslist would generate more than \$40 million from "adult services" advertising, which are thinly disguised ads for trafficking and prostitution.

In order to prevent human trafficking, facilitators must be transformed – they must understand the harm they are causing to young women and girls and they must choose to turn away from exploitation. The church must reach out to at-risk young men and women before they become pimps and traffickers so that they never start exploiting women, and we must educate media outlets and other passive community bystanders to recognize and take a stand against trafficking activity.

The following provides steps for addressing the different types of facilitators – human, media and passive community bystanders. Each category has three potential steps to take to understand the needs in your community and to begin addressing them.

### Transforming human facilitators

**Step A1:** From your work in Session 3: Intercepting Supply, you probably already have a good idea about the youth and gang outreach ministries available in your area. Go back and look at those results to find the ones that are applicable to Transforming Facilitators. If you don't think you found them all, go back and do the steps from Session 3, this time focusing on gangs, urban youth, and programs for boys, those who are the most likely to later become pimps and traffickers. Consider the following types of organizations:

- Adopt a block ministries – that do outreach in the inner city
- Mentoring boys/urban youth
- After school programs for mentoring and tutoring youth

- Lord's Gym
- Gang and street youth outreach

**Step B1:** As in Session 3, research these organizations. Learn about their ideologies, the types of activities they engage in, their effectiveness, etc. Begin with an Internet search and then talk to those who would know of these types of organizations: local outreach pastor or director at your church and other churches, educators, social workers. Use the spreadsheet "[Transforming the Facilitators Organizations Template](#)" to record your findings.

**Step C1:** Begin to find out the needs of the top organizations you have identified. This could involve browsing their website, or calling or meeting with a staff member. Ask for both immediate and long-term needs, including funding, material donations, property needs (yard cleanup, decorating, painting etc.), prayer needs, and volunteer needs. You can use the spreadsheet "[Local Organizations Needs Template](#)" to help you record and track these needs.

### **Transforming media outlet facilitators**

**Step A2:** Find out if local print media are benefiting from advertisements for sex trafficking. This is usually found in free publications found in coffee shops and bars. If you open the publication, turn to the back section and look to see if they include advertisements for "escorts," massage parlors, other forms of sexual services. Some of the advertisements will be blatant with girls in bikinis advertising "full body massage" and others may seem more covert, but they are still advertisements for trafficking.

NOTE: Some of the material in these publications may include images and people who struggle with pornography addiction should not seek out this type of material. Always remember to prayerfully consider where God is calling you – based on your skills, resources, and where you are personally.

**Step B2:** Write a letter to local publishers asking them to refuse advertisements for sex trafficking, including escorts, massage, etc.

**Step C2:** If the publishers refuse to stop publishing this type of advertising, there are two additional steps that you can take to put pressure on them to stop facilitating trafficking. First, you can ask legitimate businesses that also advertise in their publications to stop doing so and placing their advertisements elsewhere. Make sure that if a legitimate business chooses to withdraw their ads from the publication that you ask them to tell the publication why they are making that decision.

Next, you can approach businesses that distribute the publication and ask that they stop distribution. Do not simply throw the publications away, as those will be counted as readers. Explain to them how these advertisements are exploitive and how they contribute to the exploitation of women and children.

### **Transforming passive community bystander facilitators**

**Step A3:** The BEST Alliance ([www.bestalliance.org](http://www.bestalliance.org)) is an organization based in the United States dedicated to helping business owners develop policies and procedures to end human trafficking in their industry. BEST has also developed a model process for discovering and implementing best practices for the hotel industry to identify and report sex trafficking on their premises, called the "Inhospitable to Trafficking Training." Peruse the BEST Alliance website for ideas on how to make an impact with local businesses, hotels, and transportation companies in your area.

**Step B3:** As a group, consider who you have relationships with already and start to develop new relationships with business owners, especially hotel and motel owners, and encourage them to sign and implement the BEST Principles, which provide a roadmap to follow over several years. If your group is not located in the US, you can also check out "The Code," a similar pledge drafted by ECPAT, an international organization that works to end the sexual exploitation of children around the world

[\(http://www.thecode.org/about/\)](http://www.thecode.org/about/). "The Code," short for Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, is an initiative that helps to set policies and provide training, information and accountability for tourism and travel related businesses to be aware of and act to prevent human trafficking.

**Step C3:** Coordinate and organize an "Inhospitable to Trafficking" training in your community. Contact BEST Alliance ([www.bestalliance.org](http://www.bestalliance.org)) for more information. Alternatively or additionally, help local businesses join and get involved with The Code (<http://www.thecode.org/join/>).