



ADDRESSING THE DEMAND FOR COMMERCIAL SEX AND ITS ROLE IN HUMAN TRAFFICKING

The sale of people for commercial sex, whether for sex acts, pornography, live sex cams or any other form of commercial sexual exploitation is predicated on the business model of supply and demand. Traffickers make money by providing a supply of victims to meet the never-ending demand for every type of commercial sex. In its simplest form, “demand” for sex trafficking is men buying sex – whether they know the person is trafficked or not. This sex-buying behavior fuels the illicit sex trade, which includes sex trafficking of minors, and the sex trafficking of adults by force, fraud or coercion.

There is a solution: no buyer = no victim = no sex trafficking.

TAT's Man-to-Man Campaign addresses the issue of demand in order to create a culture where human beings are not treated as products that can be bought and sold for another's sexual gratification. From a corporate perspective, addressing demand is also a good business practice. Through taking preventative action, companies demonstrate a high standard of business conduct and values, while mitigating risk and helping to avoid a costly or embarrassing incident.

TAT offers two different virtual training options for its partners.

- 1) Addressing Demand webinar
 - 15-30 minutes, featuring:
 - Primer on the demand for sex trafficking and the importance of reducing or ending it
 - Take-away materials with resources and action steps
- 2) Addressing Demand virtual briefing and panel discussion*
 - 60 minutes, featuring:
 - Primer on the demand for sex trafficking and the importance of reducing or ending it
 - Panel discussion
 - Take-away materials with resources and action steps

**availability limited*

About TAT

TAT is a 501(c)3 nonprofit that stands committed to educate, equip, empower and mobilize key industries and agencies to combat human trafficking.

