



# ADDRESSING DEMAND: MAN-TO-MAN

## WHY ARE WE TALKING ABOUT DEMAND?

In the marketplace, everyone understands the principle of supply and demand. In the criminal world of human trafficking, the same principle holds true. Demand creates a market, and people engaged in that market always want to fill it with an eye to the greatest profit margin for themselves. That means slave labor. **Therefore, no demand = no victim = no sex trafficking.** Because the majority of commercial sex buyers are men, TAT wants companies to understand that from a risk management approach, it makes sense to incorporate anti-trafficking training in the workplace and adopt an anti-trafficking-in-persons policy with a demand-reduction focus. No one wants to see their company name splashed across the media because an executive or line worker, mechanic or driver, has been caught in a commercial sex sting operation. Couple that with the lifetime ban in the U.S. on a CDL for any individual using his/her own commercial vehicle to commit a felony involving a severe form of human trafficking, and there are multiple dollars and cents reasons to take action.

To address this demand side of sex trafficking and give non-buying men a platform, TAT created its Man-to-Man Campaign in 2018 with goals of creating accountability for the men who indulge in harmful behavior by purchasing sex; providing ways for civic and faith-based organizations to talk openly about the verbiage used to report on sex buying and prostitution; and moving public health officials to address this behavior as part of a comprehensive approach to inter-personal violence.

The campaign includes portraits of some of the top professional truck drivers, who share on their portrait posters, as well as in conversations with other men and in presentations they make across the country, why they don't purchase commercial sex but, instead, keep an eye out to aid in the recovery of women and children forced into slavery. It also includes a video featuring men from a cross-section of occupations and backgrounds who speak to the issue.

# WE NEED YOUR HELP

You can become part of the solution to combat sex trafficking and provide awareness of this crime throughout your workforce by taking several easy-to-implement steps:

- **Train your employees with TAT's free training tools.** TAT works to educate and equip members of the trucking, bus and energy industries, as well as shippers, manufacturers and those who work with these industries, to identify and report suspected sex and labor trafficking through an anonymous national hotline. Several industry-specific videos, wallet cards and posters are available for you to use. Contact [info@tatnonprofit.org](mailto:info@tatnonprofit.org) for more information.
- **Use the Addressing Demand: Man-to-Man video and companion wallet card** as additional resources to delve deeper into this issue and talk about the attitudes, myths and perspectives that contribute to the demand for this crime.
- **Check out** the TED Talk: 3 Ways Business Can Fight Sex Trafficking, for an additional resource.
- **Adopt anti-trafficking-in-persons policies with a demand-reduction focus** (i.e. zero tolerance for buying sex on company work time or with company resources. Go to TAT's training library webpage for sample policies: [www.tatnonprofit.org/training-library](http://www.tatnonprofit.org/training-library).)
- **Provide job opportunities for survivors of prostitution and sex trafficking.**
- **Encourage other corporations to follow your lead in addressing this issue.**

## IT'S WORKING

Before TAT existed in 2009, only sporadic calls were made to the National Human Trafficking Hotline from members of the trucking industry. However, since its inception, calls — and their impact — have skyrocketed. Truckers alone have made over 2,300+ calls to the hotline, helping to identify over 1,100+ victims. In 2019, two bus employees received TAT's coveted Harriet Tubman Award for the part they played in recovering a victim of sex trafficking and the arrest of her perpetrator. By partnering with TAT through employee training, incorporating internal policies and tangible strategies to help combat trafficking and encouraging other corporations to follow your lead in addressing the issue, you can increase the number of people working to lessen demand and solve the devastating and long-term effects of this crime against humanity.

*Join us today and help us save lives.*  
[www.tatnonprofit.org](http://www.tatnonprofit.org)

