

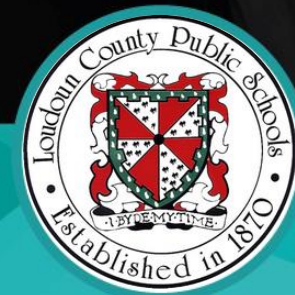


JustAskSM
TO END HUMAN TRAFFICKING

UNDERSTANDING HUMAN TRAFFICKING:

Community Awareness Series

The Just Ask Prevention Project is a registered 501(c)(3) not-for-profit educational organization located in McLean, Virginia.



MISSION

The Just Ask Prevention Project seeks to inoculate communities against the disease of human trafficking, an emerging public health crisis.



HISTORY



Just Ask was founded in 2013 in conjunction with a federally funded regional task force

Initial focus was to provide awareness education to the community

Adopted a multi-vector approach:

- Peer-to-peer education
- Bystander empowerment

Community-tested, industry specific best practices which have yielded measurable results



Since its founding in 2013, the Just Ask Prevention Project has educated over 800 professional and community-based organizations in the identification, prevention, and response to human trafficking and other forms of exploitation.



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 on ensuring the progress of human rights and the protection of global citizens regardless of race, ethnicity, religion, age, gender, or socio-economic status.



***“Safeguarding communities
through partnership”***



A MOTHER'S STORY



DEFINITION



Human trafficking is compelling a person to engage in commercial sex or forced, unfair labor.

A sex trafficker is someone who profits from someone participating in sexual acts in exchange for anything of value (money, food, drugs, clothes, a place to sleep, etc.) or someone who gives something of value to receive a sex act.

Trafficking is the second largest criminal enterprise in the world.

Virginia ranks 10th for most reported cases of human trafficking in the country.



MYTHS



- 5)** Sex trafficking only affects foreign nationals or immigrants.
- 4)** Traffickers/Pimps take their victims to other states or countries, but never let them live in their own homes.
- 3)** Victims of sex trafficking know they are victims and will ask for help as soon as they can.
- 2)** Manipulating someone into sex trafficking happens very quickly and the traffickers are always forceful and violent.
- 1)** Prostitution is a victimless crime, and girls that are earning money through sex are just looking for an easy way to make quick money.



MOST COMMON MYTH

Human Trafficking is not
happening in my
community.



TYPES OF TRAFFICKERS

Like victims, 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.



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).



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



Victims of human trafficking, and those that are targeted by traffickers, can be from any race, age, ethnicity, social or economic group, gender, sexual orientation or level of academic achievement.



WHO IS BEING TARGETED?



Accessibility



Suggestibility



Vulnerability



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



WHO IS VULNERABLE?



Victims of trafficking can come from dysfunctional families which make them vulnerable to traffickers.

Examples include:

- Children whose parents are addicted to drugs or alcohol
- Children who come from psychologically and/or physically and/or sexually abusive homes
- Children whose health and safety has been affected by poverty; violence, lack of access to education



VULNERABILITY



Other Factors:

- Children from single-parent households following divorce, separation or death of a parent
- Children from orphanages, group homes or foster care
- Children from refugee centers
- Runaway or “throwaway” children
- Children who are homeless
- Children or youth involved in the juvenile justice system
- Youth who identify as LGBTQ



VULNERABILITY

Not all victims of trafficking have a history of maltreatment but every child will likely project low self-esteem and vulnerability at some point in their development.



VULNERABILITY



Those with pre-existing physical, emotional and cognitive disabilities may be at greater risk of falling victim to human trafficking due to their vulnerable state.



VULNERABILITY



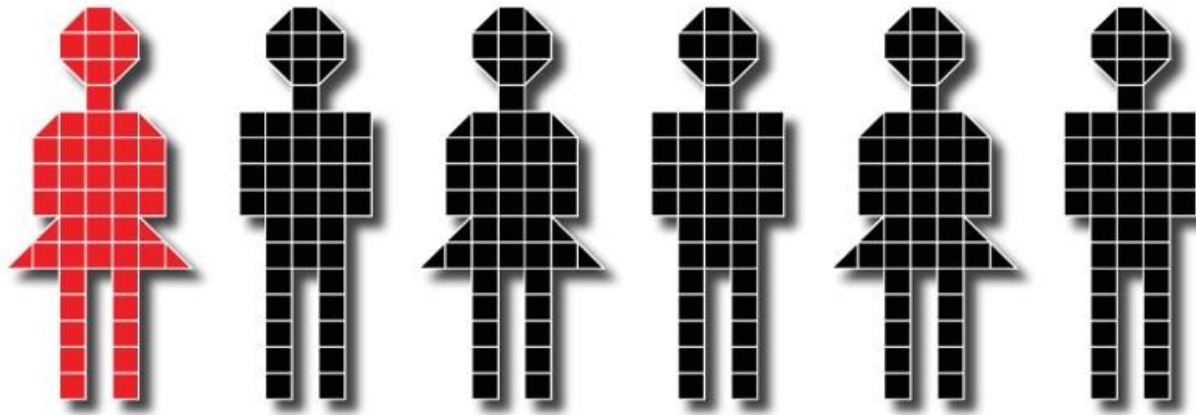
Unaccompanied minors also known as “unaccompanied alien children” are vulnerable to human trafficking due to a lack of housing, resources and care givers to keep them safe from traffickers and other child predators.



RUNAWAY CHILDREN

CHILD SEX TRAFFICKING

1 in 6 of the 18,500 runaways reported to the National Center for Missing & Exploited Children® in 2016 were likely sex trafficking victims.





WARNING SIGNS & RED FLAGS



Youth 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



WARNING SIGNS & RED FLAGS



- Sudden changes in peer group or affiliation
- May see indicators of gang involvement
- A sudden and unexplained increase in criminal behavior
- Trafficking victims will often describe their traffickers to others as a “boyfriend/girlfriend”
- An older, dominating/controlling boyfriend/girlfriend
- Frequent travel, local or long distance
- Tattoos that may have unexplained meanings, relate to earning money, or gang affiliation



THE EFFECTS



Trafficking victims experience life-altering and long-term physical, emotional, 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.



BARRIERS TO GETTING HELP



SAFEGUARDING YOUNG PEOPLE



- Help youth understand and define human trafficking
- Start the conversation and keep it going ...
- Be engaged with what youth are doing
- Who they are hanging out with
- Who they might be communicating with through their mobile devices
- Be involved by building trust and having conversations, show interest
- Help build their self-esteem and confidence
- Talk with them about healthy relationships and what it means to be a good friend
- Be alert to warning signs as they may happen during the scouting phase (before exploitation/victimization)



REINFORCE ROUTINELY...



- Don't rush into situations with new people
- Always have a friend with you whom you can trust
- Ask advice from parents, friends, and trusted adults
- Don't respond to messages from people you don't know
- Don't except expensive gifts from friends
- If they sound too good to be, they probably are
- If people try to isolate you from your family or friends, there is a problem
- If you are ever in an uncomfortable situation do not hesitate to tell someone



3 TO SUCCEED



Children should be encouraged to identify 3 trusted adults in their life.

These could be:

- Parents/guardians
- Adult family members
- Clergy
- Teachers
- School administrators
- Counselors
- Police officers
- School counselor
- Social worker
- Probation officer
- Club staff member

Children should let their 3 trusted adults know who they are and what their expectations are



WHAT WE DO

Serving those most vulnerable in our communities... Our Youth

We bring



to those that need it most.



COMMUNITY ENGAGEMENT + PROTECTION

- Townhall Meetings / Community Conversations
- Safeguard Training Program
 - Parents
 - Teens
 - Houses of Worship
 - Field Technicians
 - Healthcare
 - Hospitality
 - Retail
 - Counselors / Social Workers
 - Youth Leaders / Coaches
 - First-Responders



The infographic for the Safeguard Training Program features a central 'FACTS' circle with a hand icon. Surrounding it are several text boxes and sections. At the top, a photo shows a group of diverse people smiling. Below the photo is the 'JustAsk' logo. The infographic is divided into several sections: 'THE PROBLEM', 'THE SOLUTION', 'ABOUT JUST ASK PREVENTION PROJECT', 'THE TRAINING', and 'ESTABLISH A JUST ASK SAFE ZONE'. It includes statistics such as 'HUMAN TRAFFICKING OCCURS IN PLAIN SIGHT', 'NCMEC REPORTED AN 846% INCREASE IN REPORTS', and '2ND LARGEST CRIMINAL ENTERPRISE IN THE WORLD'. It also lists various professionals who can benefit from the training, such as first-responders, healthcare, educators, and youth leaders. The bottom of the infographic includes contact information for JustAsk, including a website and a phone number.

JustAsk
TO END HUMAN TRAFFICKING

Safeguard™ Training Program

THE PROBLEM
Human traffickers and other predators have long capitalized on the lack of training for professionals in being able to recognize and respond to victims of exploitation. Many victims stay trapped in a cycle of violence because they don't know where to turn for help.

FACTS

- HUMAN TRAFFICKING OCCURS IN PLAIN SIGHT
- NCMEC REPORTED AN 846% INCREASE IN REPORTS
- 2ND LARGEST CRIMINAL ENTERPRISE IN THE WORLD
- MAJORITY OF VICTIMS REPORT NOT KNOWING WHERE TO GO FOR HELP
- LESS THAN 1% OF VICTIMS ARE IDENTIFIED
- AVERAGE LIFE EXPECTANCY IS ONLY 7 YEARS

THE SOLUTION
The Safeguard™ Training Program educates those working in the field to be able to recognize and respond appropriately to suspected instances of human trafficking or exploitation.

ABOUT JUST ASK PREVENTION PROJECT
The Just Ask Prevention Project is a 501(c)(3) multidisciplinary collaborative team with an unmatched level of experience fighting human trafficking and other forms of exploitation. We employ a proven multi-vector approach to protect communities and assist victims.

THE TRAINING
The Safeguard™ 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.

The curriculum has been reviewed by survivors of trafficking and exploitation to ensure its accuracy and effectiveness.

ESTABLISH A JUST ASK SAFE ZONE™
To build the capacity of existing organizations by offering training solutions developed by professionals who have experience and knowledge of this issue.

Take a couple extra steps, you will have the opportunity to ensure that your organization is a safe zone for those being exploited! You don't know where to turn for help and so they remain in a cycle of violence. We can help you or your employees establish a safe zone for those being exploited!

CONTACT INFORMATION:
1751 Pinnacle Drive, Suite 609
McLean, Virginia 22102, USA
www.justaskprevention.org
1-833-ASK2END
safeguard@justaskprevention.org

JustAsk
TO END HUMAN TRAFFICKING

SCHOOL CURRICULUM AND CAMPAIGNS

- Designed by professional curriculum developers
- Based on actual case examples
- Incorporate other subject areas
- Customized to fit the needs of the school district
- Education, Prevention, and Intervention

JustAsk
TO END HUMAN TRAFFICKING

Safeguarding Schools from Human Trafficking

THE PROBLEM
Human Trafficking has become the **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?

FACTS

- MORE THAN 90% OF TRAFFICKED YOUTH STILL ATTEND SCHOOL AT THE START
- 1 IN 5 KIDS WILL BE APPROACHED BY A TRAFFICKER AT SOME POINT
- DOJ REPORTS MORE THAN 60% OF SEX-TRAFFICKING VICTIMS ARE UNDER 18
- NIMMREC REPORTED AN 846% INCREASE IN REPORTS
- 80% OF TRAFFICKED YOUTH ARE "COMMUNITY KIDS"
- AVERAGE LIFE EXPECTANCY IS ONLY 7 YEARS

THE SOLUTION
"Safeguarding Schools from Human Trafficking," our flagship program, partners with school districts to adopt and implement **life-saving** curriculum for in-classroom instruction.

1-833-ASK2END
safeguard@justaskprevention.org

1751 Pinnacle Drive, Suite 600
McLean, Virginia 22102, USA
www.justaskprevention.org

THE PROGRAM FOR HIGH SCHOOLS & MIDDLE SCHOOLS
Based on best practices for curriculum development and implementation, the Just Ask team works with school districts to design customized curriculum which is built upon reliable case examples. The lesson plans incorporate other topic areas such as internet safety and healthy relationships. The curriculum not only raises awareness on the issue, but it provides vital skills for prevention and intervention. The Just Ask team will train existing teaching staff to incorporate the curriculum into the current in-classroom instruction.

FOR ELEMENTARY SCHOOLS
The **TO SUCCEED** curriculum helps children develop a healthy support network of adults creating a safety net to safeguard against future threats.

YOUTH-LED EMPOWERMENT AND AWARENESS CAMPAIGNS
As a complement to the curriculum, Just Ask will work with school clubs to give them the tools and resources to have an active voice in protecting themselves, their peers, and their communities.

ABOUT JUST ASK PREVENTION PROJECT
The Just Ask Prevention Project is a 501(c)(3) multi-disciplinary collaborative team with an unmatched level of experience fighting human trafficking and other forms of exploitation. We employ a proven multi-vector approach to protect communities and assist victims. Our school curriculum is reviewed by experts in curriculum development for family life / health education. Curriculum currently reaches over 140,000 students annually. We have educated over 900 professional law enforcement based organizations.

WHY YOUR SCHOOL AS A JUST ASK SAFE ZONE™
Extra steps to train key staff inside the school, you will have the "safe zone" where students know they can turn for help.

1751 Pinnacle Drive, Suite 600
McLean, Virginia 22102, USA
www.justaskprevention.org

Established in 18...

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TO END HUMAN TRAFFICKING

"Having worked with Just Ask has been such a blessing. The Just Ask projects have been impactful in such a way that they have now moved on to high schools. Over the past two years, these students have gained awareness that saves lives as well as helping others".
- Jessica, Middle School Teacher

Volunteers Against Human Trafficking

YOUTH PROGRAMS + YOUTH EMPOWERMENT

- Staff training
- Customized lessons
- Youth-empowerment

JustAsk
TO END HUMAN TRAFFICKING

Safeguarding Youth Groups from Human Trafficking

THE PROBLEM

Traffickers are targeting **younger and younger** victims from rural areas to suburbia and into dense urban centers. Due to a lack of awareness and education, potential victims are not prepared to recognize the threat- **they are left defenseless!**

FACTS

- HUMAN TRAFFICKING IS THE **2ND LARGEST CRIMINAL ENTERPRISE IN THE WORLD**
- 1 IN 5 KIDS** WILL BE APPROACHED BY A TRAFFICKER AT SOME POINT
- DOJ REPORTS MORE THAN **50% OF SEX TRAFFICKING VICTIMS ARE UNDER 18**
- NCMEC REPORTED AN **845% INCREASE** IN REPORTS
- 80% OF TRAFFICKED YOUTH ARE "COMMUNITY KIDS"**
- AVERAGE LIFE EXPECTANCY IS ONLY **7 YEARS**

THE SOLUTION

"Safeguarding Youth Groups from Human Trafficking" is not simply an awareness program. Rather, this comprehensive program leaves youth group staff and the children they serve with the tools and resources necessary to identify, prevent, and intervene in potential cases of human trafficking.

1-833-ASK2END
safeguard@justaskprevention.org

THE PROGRAM

"Safeguarding Youth Groups from Human Trafficking" is comprised of 3 essential elements:

- 1** **Safeguard Training™** for staff based on the Just Ask pillars of education, prevention, and intervention.
- 2** **Youth curriculum** consisting of customized lesson plans and activities designed to give kids the tools and resources to protect themselves and their peers.
- 3** **Youth-led empowerment** and awareness campaigns giving young people the voice they deserve to be leaders in their communities.

ABOUT JUST ASK PREVENTION PROJECT

The Just Ask Prevention Project is a 501(c)(3) multidisciplinary collaborative team with an unmatched level of experience fighting human trafficking and other forms of exploitation. We employ a proven multi-vector approach to protect communities and assist victims. Our youth programs are developed by professionals who have expertise in working with children and vulnerable populations.

Founded in 2013, the Just Ask Prevention Project has **600 professional and community-based** staff in the identification, prevention, and response to trafficking and other forms of exploitation.

A JUST ASK SAFE ZONE™

At Just Ask Safe Zones, you will have the opportunity to not only serve the youth in your community, but also to help those who need a Safe Zone™ to go to for help. We ensure that your staff will understand and can provide help.

Primary vulnerability is lack of awareness and education
"If I had only known what I was getting myself into, I would never have gone."
Statement made by multiple victims of Human Trafficking

1751 Pinnacle Drive, Suite 600
McLean, Virginia 22102, USA
www.justaskprevention.org

Established 2013

JustAsk
TO END HUMAN TRAFFICKING

YOUTH CARE CONFERENCE



JUST ASK YOUTH CARES CONFERENCE

ON HUMAN TRAFFICKING

February 2, 2019, Saturday

All High School students in Virginia, Maryland and Washington DC welcome.



February 2, 2019, Saturday
9:30AM-4:00PM

Registration
8:30-9:30 AM,
conference starts
promptly at 9:30AM

Hilton Springfield
6550 Loisdale Road
Springfield VA
22150

WHAT IS THE YOUTH CARES CONFERENCE?

The Just Ask Youth Cares conference is designed to inform and empower teens from across the DC Metro area to take action to fight against teen trafficking by protecting themselves and their peers. They will receive actionable ideas on where and how to begin.






FOR REGISTRATION ON EVENT BRITE SEARCH: JUST ASK YOUTH CARES





PARTNERSHIP: What Can You Do To Help

- Attend the Youth Cares Conference with your Teen
 - Have a conversation and spread knowledge
 - Spear-head / Support an Awareness Campaign
 - Follow us on social media – repost/share
-  @justaskprevent   @justaskprevention
- Learn more at www.justaskprevention.org
 - Support our work



ONE WEEK
HUMAN TRAFFICKING
PREVENTION CAMPAIGN
FOR HIGH SCHOOLS AND MIDDLE SCHOOLS

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info@justaskprevention.org

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It's the goal! The goal of your one week campaign should be to raise awareness in school of the dangers associated with human trafficking.

to do it! This mission can be achieved by preparing activities every day for a week on different aspects associated with human trafficking are discussed.

is a sample schedule for one week campaign, use this to inspire your own sign.

T: Sex Trafficking Awareness Day

your week by preparing a (it can be a bulletin board, board, or large piece of) where students can write words they associate with trafficking. Be creative! Add color to your wall by creating magic markers, or post it! Your wall should something like this:

ve the wall in a popular location in the school for the entire week. At the end of the discuss what people wrote down on the wall.

Hold a discussion group after school during which today's topic (Sex Trafficking) can be discussed.

the discussion by showing a the 6 minute short film "Oblivious" https://www.youtube.com/watch?v=zpebw_yBoZg

Discussion questions to ask afterwards:

- What do you think took place in the video?
- What might be the fate of the girl as she entered the motel room?
- How do you think she got herself into this situation?
- What stood out to you about the girl? Did she seem to come from an abusive or unstable environment? Or did her home seem stable?
- What do you think about the man who asked for "younger" girls?
- Who do you think was "Jake" the guy she was texting at the beginning of the video?



ACCOMPLISHMENTS



Over 80 youth-led awareness campaigns

Educated more than 90,000 youth throughout northern Virginia

Brought awareness to over 800 church, civic, and youth organizations

Saved countless young people from a life of exploitation





JustAskSM
TO END HUMAN TRAFFICKING

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 [@justaskprevent](https://twitter.com/justaskprevent)   [@justaskprevention](https://www.facebook.com/justaskprevention)