



**CEASE NETWORK:
A COLLECTIVE IMPACT APPROACH
TO DEMAND REDUCTION
JULY 2015**

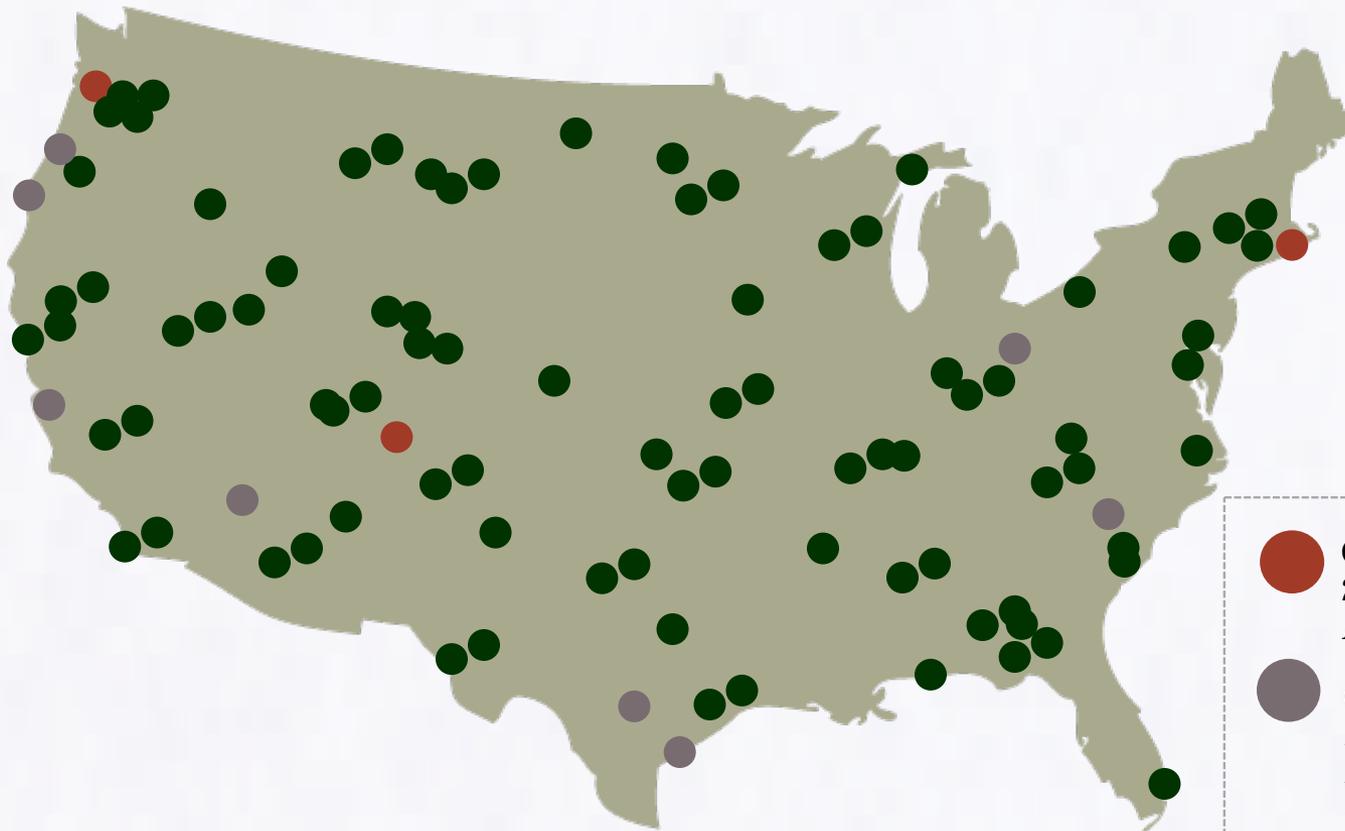
OUR BOLD GOAL

REDUCE DEMAND BY **20%** IN TWO YEARS

Participating cities commit to a goal of reducing demand for illegal commercial sex in their locality by 20% in two years.

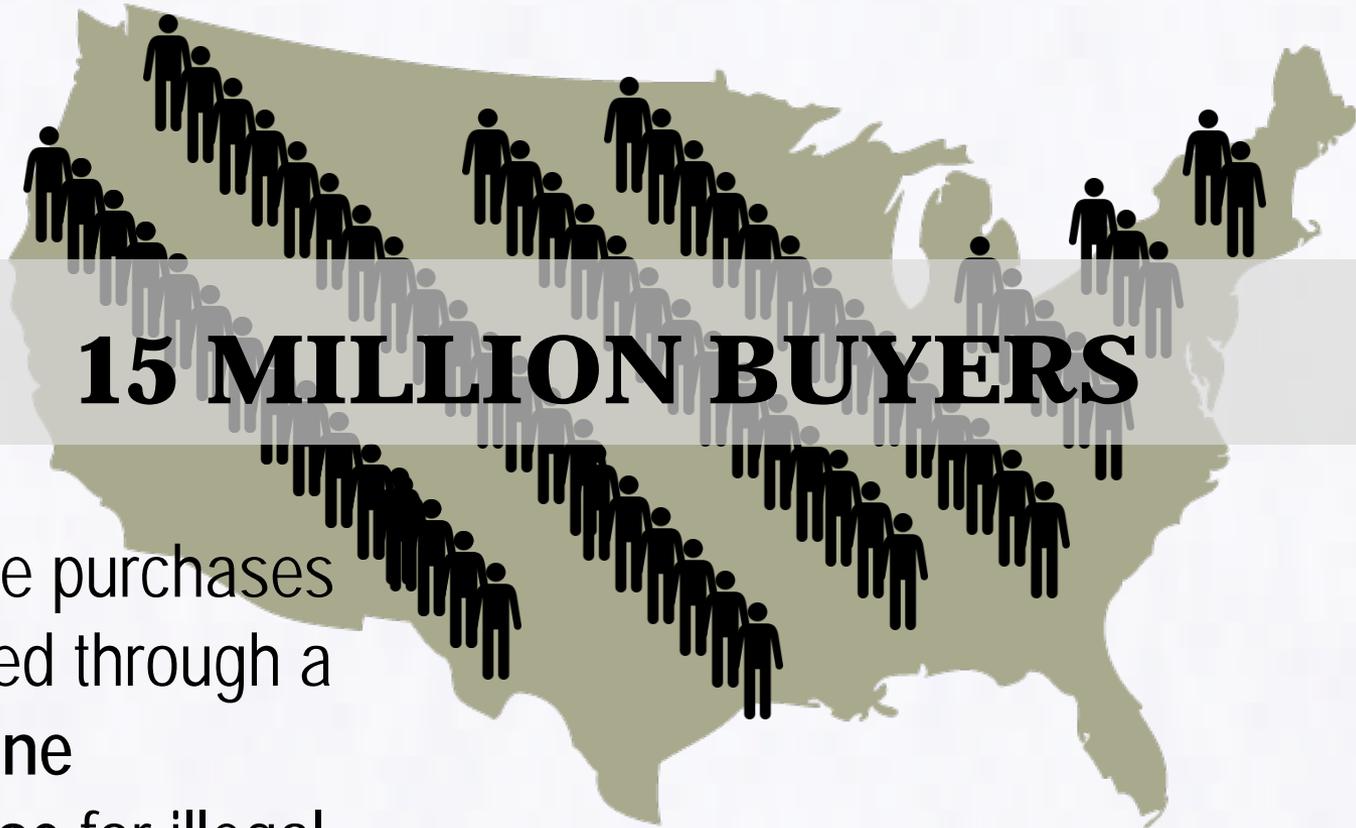
VISION FOR SCALE

From pilot cities to national expansion



-  Cohort I: Spring 2014
Seattle, Denver, Boston
-  Cohort 2:: Oct 2014
Houston, Dallas, Phoenix, Portland, Oakland, Chicago, San Diego, Atlanta
-  Cohort 3+: 2015
10+ Cities: TBD

OUR CHALLENGE IS LARGE



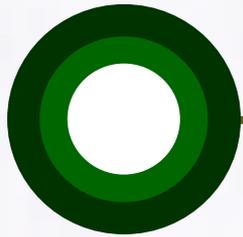
15 MILLION BUYERS

~75% of the purchases
are arranged through a
robust **online**
marketplace for illegal
commercial sex

*SOURCE Michael Shively
Abt Associates Inc.

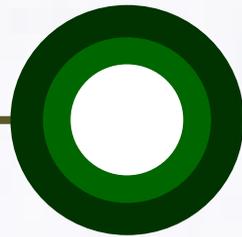
PILOT CITIES: DEMAND ABOLITION SUPPORT

Local support, innovation, and national expansion



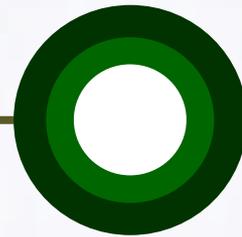
LOCAL COORDINATORS

PCI and BSCC will serve as the local coordinators of the San Diego network



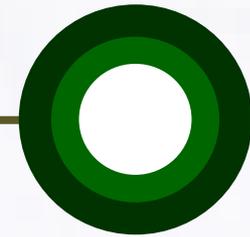
INTERVENTIONS

Micro-grants to support focused experimentation around demand reduction tactics identified collectively by the CEASE Network



TECHNICAL ASSISTANCE

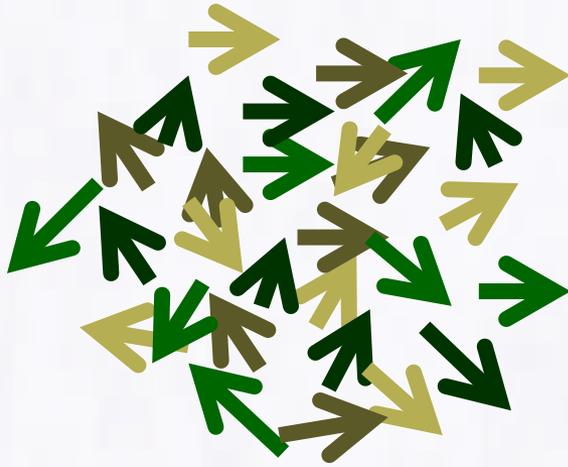
Research and technical assistance around implementation of promising practices and access to leading experts in the field. Support for deeper cross-city learning around thematic focus areas.



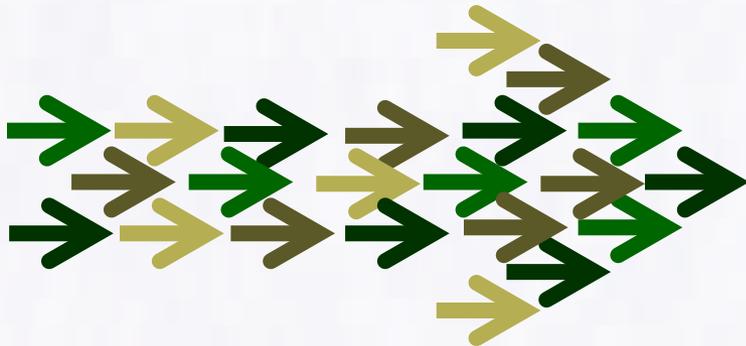
EXCHANGE

In-person and virtual exchange among coordinators and core team members from participating cities to accelerate learning and impact around specific thematic focus areas

MULTI-STAKEHOLDER APPROACH



- Diverse stakeholders
- Dedicated coordinator
- Shared goal
- Coordinated action

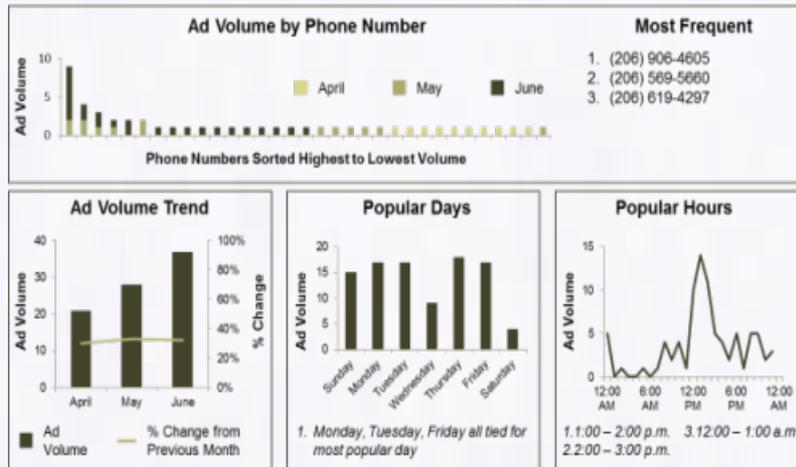


DATA DRIVEN DRUMBEAT

CITY DASHBOARD: SEATTLE

Project Escort Page Data

All Data from Trailing 3 Months



- Macro-level metrics
- Monthly data collection and reporting
- Continuous learning and adjustment

FOCUSED LEARNING COMMUNITIES

CEASE Coordinators

Law enforcement interventions*

police, prosecutors, judiciary

Community Action*

Male allies; university; faith community

Business centric interventions*

Hospitality, technology industry, large employers

Public Health*

Therapists (marriage, addiction etc), domestic violence, other medical

Survivor Leaders

**Survivor informed*

TARGETED INTERVENTIONS: THEORY OF CHANGE

STOP

*HABITUAL BUYERS
FROM CONTINUED
PURCHASING*

DETER

*POTENTIAL BUYERS
FROM PURCHASING*

EVOLVE

*CULTURAL ATTITUDES
TOWARD THE PURCHASE
OF SEX*

**EXTRINSIC
MOTIVATORS:
INCREASE THE
RISKS AND COSTS
TO BUYERS
FOR
PURCHASING
SEX**

*Establish effective legal and
social penalties for buying and
targeted enforcement*

*Prevent the purchase of
sex by intervening at critical
points in their journey*

*Shift attitudes of influencers
within key sectors: we won't
tolerate the buying of human
beings for sex*

**INTRINSIC
MOTIVATORS:
TARGET THE
PSYCHOLOGICAL
DRIVERS THAT
SUSTAIN DEMAND**

*Isolate and target those who
are least likely to be deterred.
Remove them from the market
through arrests*

*Address the psychological
motivations and needs driving
men toward the purchase of sex
to deter them from buying*

*Shift attitudes of current and
future buyers: she/he's not an
object to buy; its harmful to me,
those I love, and society
as a whole*



**DEMAND IN
SAN DIEGO COUNTY**

CURRENT SAN DIEGO DATA TRACKING

Estimating Demand in the San Diego Area – JANUARY DATA

On January 9, 2015, Arizona State University (STIR) researchers placed four normative sex-selling advertisements backpage.com

In total there were 151 responses to the ads from 97 unique (64.2 percent) potential purchasers (within 24 hour period).

- 51% responded by calling
- 48.3 % texted a response
- 93% had local area code (assumption is San Diego residents drive demand)

CURRENT SAN DIEGO DATA TRACKING

Ad 1- Young Caucasian fictitious name and age (19)--- **5** unique purchasers contacted

Ad 2- Young African American fictitious name and age (19)-- **5** unique purchasers contacted the African American

Ad 3- Young Hispanic female fictitious name and age (19)-- **67** unique purchasers contacted

Ad 4- “Forced choice ad”, presented the respondent with an option between a 19-year old brunette Caucasian or her younger blond friend (her age was not specified)-- **20** unique purchasers

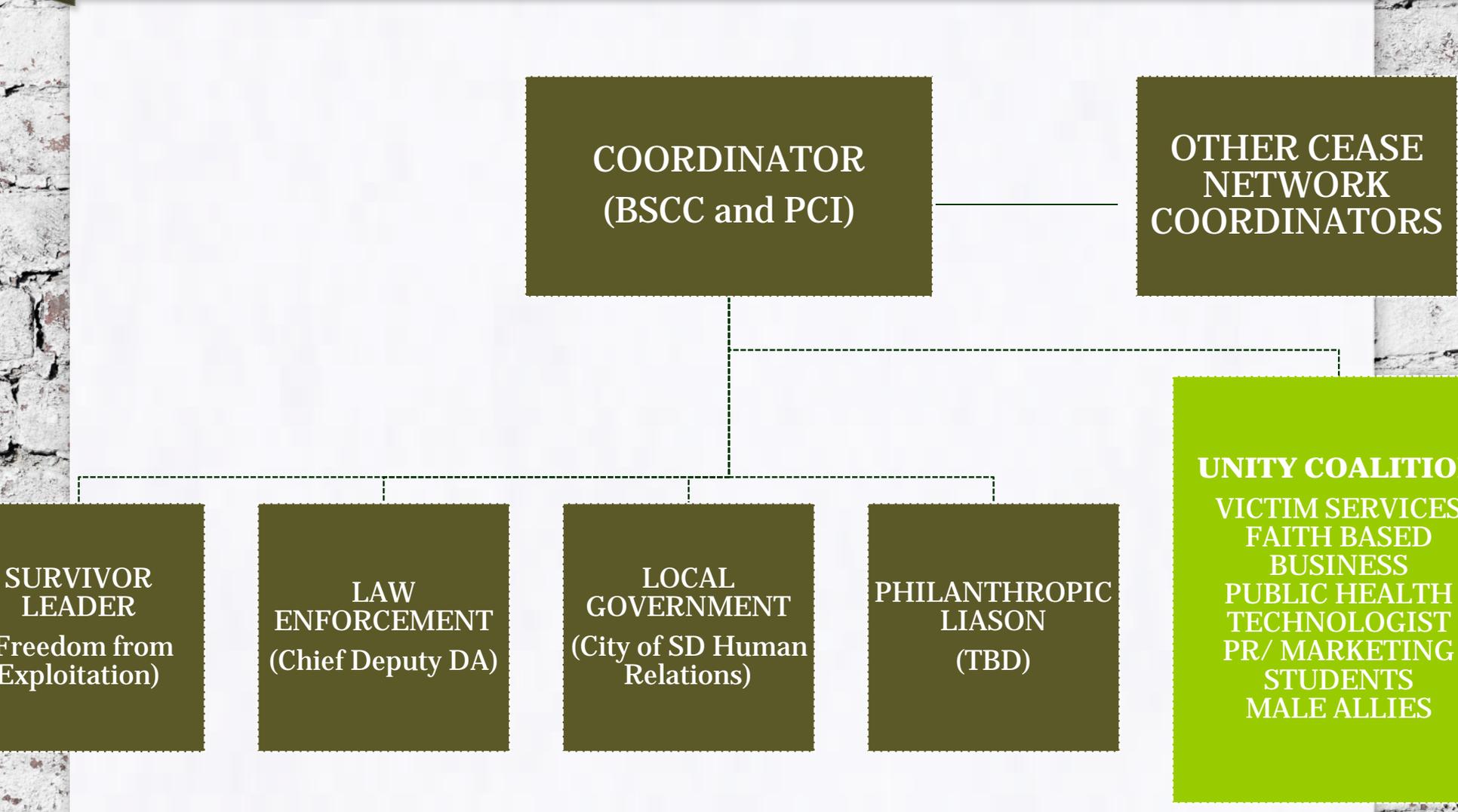
CURRENT SAN DIEGO DATA TRACKING

Scope of Demand in San Diego

During the same 24-hour period there were 273 ads for “Escorts” (similar to the decoy ads) on backpage.com similar to the ads we posted during the same timeframe.

Let’s just say . . . IF the average unique contact for the four ads was 25 respondents, multiplied by 273 ads could mean there were **around 6,800 potential purchasers** on January 9, 2015 making contact with sex sellers in the Escort section of Backpage.com in the San Diego area. (JUST AN ESTIMATE)

MULTI STAKEHOLDER APPROACH: CORE TEAM



TYPES OF DATA BEING COLLECTED

- 1) Buyer data- From Arizona State University and University of Colorado-Colorado Springs; Data on each area's buyer count (decoy ads) and how to measure county's decrease in demand
- 2) Online Purchase Information (OPI)- Alex Trouteaud, Research Advisor from Children-at-risk; studies google trends on sex-selling sites (backpage, escorts, TNA, etc.)
- 3) Attitude Surveys- Alex Trouteaud, Research Advisor from Children-at-risk; Done on survata.com to look at social attitudes towards commercial sex industry
- 4) National Trends- Thorn; "Digital Defenders of Children"; looks at the number of page views, how many times the sites are visited

SAN DIEGO TACTIC PLANNING

Buyer Group Name	Active Buyers Each Month	Percent	Transactions Each Month	Transactions per buyer each month (arrest opportunities)
Testers	443	.8%	443	1.0
Occasionalists	3,544	6.2%	3,544	1.0
Dabblers	10,631	18.5%	10,631	1.0
Regulars	34,020	59.5%	42,526	1.3
Habituals	8,505	14.9%	53,157	6.3
TOTAL	57,144	100%	110,301	1.3

**REDUCE DEMAND FOR ILLEGAL COMMERCIAL SEX
IN SAN DIEGO COUNTY BY 20% in TWO YEARS**

STOP

**HABITUAL
BUYERS**

Law Enforcement

More Arrests

Increased Fines

DETER

**LESS FREQUENT
BUYERS**
("Testers, Dabblers")

Bunch of Guys
Approach

Business Initiatives

Online Deterrence
Message Parlors

EVOLVE

**CULTURAL
ATTITUDES**

Social Media
Campaigns

Prevention in
Action /
Neighborhood
Approach

TEAMWORK

**A SOLID,
COLLABORATIVE
MULTI-
STAKEHOLDER
APPROACH**

Core Team

Community At-
Large
Advisory Council

COMMUNICATIONS

Three main messages of campaign:

1. *Its happening here, right now:* Human beings- particularly women and girls- are being bought for sex in every corner of our country. The majority of them are there by force, at the hands of pimps and traffickers, or because they lack any other viable options to survive.
1. *It's illicit and exploitative:* Sex buying deprives vulnerable people of their basic human rights, damages sex buyers and their families, and hurts the community at large. Buying sex funds a predatory enterprise with strong ties to gangs and organized crime.
2. *No buyers, no business:* Sex buyers put cash in the pockets of pimps and traffickers, thereby perpetuating a harmful industry. While people in prostitution usually have limited options, sex buyers always have a choice about their actions- and therefore are more likely to change if faced with stronger legal or social penalties.

THANK YOU!

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