



SEXUAL EXPLOITATION EDUCATION

HIDDEN BUYERS

LESSON #12



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NOTE TO PRESENTER

Log in to WalkingWise.com and refer to the Implementation Toolkit for classroom teaching tips.

Most importantly:

DEFINE SCHOOL POLICY

Establish a sexual exploitation reporting protocol with a trauma-informed response. The Walking Wise Implementation Toolkit provides a sample protocol.

AGE & AUDIENCE

This presentation can be edited by following the procedures on page 3 to align with your school policies, specific age groups, and the involvement of at-risk audiences.

SUPPORT PROCEDURE

Provide your students with guidance on how to access immediate help or arrange a private meeting with a social worker, counselor, nurse, school resource officer, or another trustworthy staff member to report concerns about themselves or a peer.

SECOND SAFE ADULT

Ensure a second trustworthy adult, such as a teacher, is present in the learning setting to observe student reactions and identify those who may benefit from a follow-up meeting. This person should remain focused and free from other duties during the presentation.

NOTE TO PRESENTER

This PDF contains the same content as the PowerPoint presentation but has been condensed into fewer pages for easier reference. For live presentations, please use the PowerPoint version. It reveals bullet points one at a time.

Meaningful learning takes time. By introducing topics gradually over several years, educators can create steady growth in awareness and understanding.

Our recommended teaching plan offers a long-term path for middle and high school students to build knowledge and confidence.



5-YEAR TRACK

PARENTS & STAFF

#1 Myths & Reality

6th GRADE

#2 Trustworthy vs. Unsafe Adult
#3 Grooming Process

7th GRADE

#4 Pornography Link
#5 Sextortion Scheme

8th GRADE

#6 Male Victims
#7 Runaways as Targets
#8 Rural Risks

9th GRADE

#9 Human Traffickers
#10 Female & Peer Recruiters

10th GRADE

#11 Family Secret
#12 Hidden Buyers

NOTE TO PRESENTER

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Walking Wise encourages the use of Slido.com, an interactive digital tool, to enhance audience engagement. For more information, contact us at support@WalkingWise.com. Once configured, integrate Slido polling and add a post-evaluation to the PowerPoint presentation.

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- Always add your organization's name or logo to each new slide.

Please delete this instruction page before presenting to audiences.



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For revision requests, please email us at: support@WalkingWise.com.

STATISTICS

Why Study Results Can Vary

- **Some crimes are never reported, making it hard to reveal the entire issue.**
- **Studies collect information in different ways, leading to different results.**
- **Small studies may not represent everyone.**

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In this presentation, we'll discuss statistics, but it's important to note that while statistics provide valuable insights into an issue, they cannot be relied upon entirely.

Here are a few reasons:

UNREPORTED

Victims often do not report the crimes committed against them due to fear, shame, or manipulation.

INCONSISTENT COLLECTION

Geographical areas have different legal definitions for sexual crimes, which may make data hard to compare.

FOCUS GROUPS

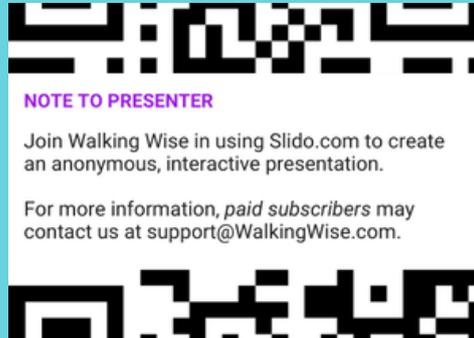
Small or specific focus groups participating in a study or survey may not accurately reflect the diversity or experiences of the broader population.

INTERACTIVE PARTICIPATION

Use Slido for Anonymous Questions

Presenter Instruction

After setting up Slido for this lesson, add the assigned access code or QR code to this slide so participants can join at Slido.com using their computers or phones.



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NOTE

For Online Interactive Polling with audiences:

Join Walking Wise in using Slido.com to create an anonymous user experience.

Contact us at support@WalkingWise.com for more information.

Upon activating Slido.com:

Determine whether the Q&A feature will be enabled. If activated, a staff member should monitor questions and comments to ensure they remain appropriate for the audience. Slido's moderation tools allow administrators to delete or hide inappropriate submissions.

SENSITIVE TOPICS WILL BE DISCUSSED

CONTENT NOTICE

We'll be discussing serious safety issues today.

Some topics may be difficult to hear.

If you ever feel uncomfortable, you can step out and speak with a trustworthy adult for support.

You're not alone—help is available.

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NOTE TO PRESENTER

Presenter Guidelines for Delivery

Present the information in a calm, matter-of-fact way and avoid sensational language.

Avoid graphic details. Focus on understanding behaviors and staying safe.

Never blame victims. Responsibility always belongs to the person who caused harm.

Maintain a steady tone. Students often mirror the presenter's emotional cues.

Do not ask students to share personal experiences.

If students laugh or react awkwardly, stay calm and continue teaching.

Always pair risk information with solutions and support.

Remind students they are not alone and help is available.

FORMS OF SEXUAL EXPLOITATION

WALKING WISE



KNOWLEDGE serves as a powerful defense against sexual predators.

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Education is one of the strongest tools for preventing exploitation.

When young people understand how predators operate, they are better able to recognize manipulation and avoid dangerous situations.

Reinforce that awareness increases safety.

CONFRONTING SEXUAL EXPLOITATION

WALKING WISE



SEXUAL EXPLOITATION

includes grooming,
sextortion, pornography
& sex trafficking.

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Sexual exploitation can include:

GROOMING

Building trust to manipulate someone.

SEXTORTION

Threatening to share private images.

PORNOGRAPHY

Involving vulnerable people in creating sexual images or videos.

SEX TRAFFICKING

Manipulating or forcing someone into sexual activity in exchange for money or something of value.

VOCABULARY



VOCABULARY

- Pimp
- Sexual Innocence
- Sex Buyer
- Groom
- Human Sex Trafficker
- Commercial Sex Trade
- Trauma



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Understanding vocabulary terms related to the behaviors of sexual predators can empower young people to recognize warning signs of harmful situations.

Knowing terminology helps them identify manipulative tactics predators use to build trust and exploit vulnerabilities.

With this knowledge, young people are better equipped to spot red flags, understand that these behaviors are abusive, and feel more confident reporting predators to trusted adults or authorities, potentially preventing further harm.

VOCABULARY

COMMERCIAL SEX TRADE

The system in which sexual acts, services, or sexual images are bought, sold, or exchanged for money or something of value.

This is a business practice linked to the harms of exploitation and considered human trafficking.



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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

VOCABULARY

SEX BUYER

A person who pays money or something of value in exchange for sexual activity.



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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

VOCABULARY

PROSTITUTION

An **adult knowingly agrees** to take part in an illegal sex act in exchange for money or something of value without experiencing force, fraud, or coercion.



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Cornell Law School (n.d.). Legal Information Institute: Prostitution. Law.Cornell.edu.

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LAWS AGAINST PROSTITUTION

In all U.S. states, prostitution laws make it illegal for anyone, including adults, to engage, agree, or offer to engage in sexual conduct with another person in return for a fee.*

Note to Educators:

*In certain counties of Nevada, the selling and buying of sex acts between ADULTS is legally regulated and controlled.

Source

Cornell Law School (n.d.). Legal Information Institute: Prostitution. Law.Cornell.edu.

Retrieved January 21, 2026,

from

<https://www.law.cornell.edu/wex/prostitution#:~:text=Prostitution%20involves%20engaging%2C%20agreeing%2C%20or,in%20the%20State%20of%20Nevada>

20agreeing%2C%20or,in%20the%20State%20of%20Nevada

SEX BUYERS



What type of people are MOST likely to purchase sex?



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Online Interactive Polling
SLIDO.com Multiple Choice

What type of people are MOST likely to purchase sex?

- A) Females
- B) Males
- C) Young Adults
- D) Teenagers

ANSWER

B) Males are more likely to purchase sex than other people.

Studies about sex buyers revealed that up to 99% of individuals arrested for buying sex were male.

Source

DemandAbolition.org. Retrieved June 11, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

WHAT DO YOU THINK?

What type of people are MOST likely to purchase sex?

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- B) Males**
- C) Young Adults**
- D) Teenagers**

NOTE TO PRESENTER:

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MULTIPLE CHOICE: B

ANSWER

Males are far more likely to purchase sex than other people.

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Demand Abolition (2018). Who Buys Sex? Understanding and Disrupting Illicit Market Demand.

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Source

DemandAbolition.org. Retrieved June 11, 2025, from

<https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

CHARACTERISTICS



What are some common characteristics among people who purchase sex?



CHARACTERISTICS

Common Traits of Sex Buyers

- **Gender:** Studies reveal that sex buyers are primarily male.
- **Age:** Sex buyers can range from 18 to 80+ years old.
- **Relationships:** Sex buyers can be single, married, & have children.



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Demand Abolition (2018). Who Buys Sex? Understanding and Disrupting Illicit Market Demand.

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COMMON TRAITS

There is no single “type” of person who buys sex. Research shows that sex buyers are most often male, but they come from a wide range of ages, backgrounds, and life situations.

Some are young adults, while others are much older. Many have jobs, families, or relationships, and may appear ordinary to others.

This is important for us to understand because it challenges stereotypes and reinforces that buying sex is a behavior and choice, not a specific personality or appearance.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, p. 19. DemandAbolition.org. Retrieved June 11, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

CHARACTERISTICS

Common Traits of Sex Buyers

- **Education:** They achieve all levels of education.
- **Employment:** Sex buyers are found in all professions.
- **Income:** People who frequently buy sex often make more money than the average person.



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Demand Abolition (2018). Who Buys Sex? Understanding and Disrupting Illicit Market Demand.

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COMMON TRAITS

Sex buyers come from all educational and professional backgrounds. Some have little formal education, while others hold college degrees or advanced training. They are found in every type of job and industry, including positions that carry trust or authority.

Research also shows that people who buy sex more frequently often have higher disposable income, which makes it easier to pay for exploitation.

These facts help us understand that sex trafficking is not caused by one social group. It is driven by choices and access to money, and it can involve people who appear successful or respected in their communities.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, p. 19. DemandAbolition.org. Retrieved June 11, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>



Message Especially for Teens:

Explainer-style animation is widely used by businesses worldwide for employee training.

Similarly, the Walking Wise animated video series is designed for teenagers (ages 11+) and adults to understand how sexual predators use manipulation, intimidation, and coercion to exploit vulnerable people.

NOTE

Log in to Walking Wise.com to watch the three-minute animated video with audiences.

VOCABULARY

HUMAN SEX TRAFFICKER

Someone who tricks, pressures, or forces victims into performing sexual acts for their own financial gain.



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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

VOCABULARY

TRAFFICKER (PIMP)

A criminal who operates an illegal business requiring vulnerable people to perform sex acts, often using force, fraud, or coercion.



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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

SUPPLY & DEMAND

COMMERCIAL INDUSTRY

An industry exists when enough people want something (**demand**), and others are willing to provide it (**supply**) to make money.



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INDUSTRY

An industry exists when enough people want something (demand), and others are willing to provide it (supply) to make money.

For example, if people want to buy sneakers, companies will make and sell them. If people want to buy sex, traffickers will find and exploit vulnerable people to meet that demand.

ROLE OF SEX BUYERS



How does buying sex connect a person to sex trafficking?



SUPPLY & DEMAND

Buyer & Trafficker

- **Creating Demand:** Sex buyers fuel the sex trade by paying for sex or sexual content.
- **Driving Exploitation:** Traffickers supply victims to meet buyers' demand in exchange for money & other benefits.
- **Criminal Behavior:** Buying sex is a crime, just like trafficking.
- **Harmful Impact:** Victims experience emotional, physical, and sexual abuse as a result.

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COMMERCIAL SEX

Sex trafficking exists because there is demand from people willing to pay for sexual access to others.

Sex buyers play a direct role by creating financial incentives for traffickers. When people pay for sex, it encourages traffickers to exploit others. Without buyers, traffickers would have no market (reason) to sell victims.

Both traffickers and sex buyers contribute to the harm, and both are responsible for criminal behavior.

The consequences of this demand fall on victims, who often experience repeated abuse, trauma, and loss of freedom and safety.

Understanding the role of sex buyers helps shift focus from blaming victims to holding those who create demand accountable.

VOCABULARY

GROOM

To prepare or train someone over time for a specific purpose.



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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

INFLUENCE



What is the MOST influential factor driving people to purchase sex?



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Online Interactive Polling
SLIDO.com Multiple Choice

What is the MOST influential factor driving people to purchase sex?

- A) Peer Pressure
- B) Parents' Attitude
- C) Parties
- D) Pornography

ANSWER

D) Pornography is the MOST influential factor that leads some people to buy sex.

Source

Wilkinson Jr., Kevin L. (2023). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking.

DigitalCommons.liberty.edu. Retrieved April 30, 2025, from

<https://digitalcommons.liberty.edu/doctoral/4600/>

WHAT DO YOU THINK?

What is the MOST influential factor driving people to purchase sex?

- A) Peer Pressure**
- B) Parents' Attitude**
- C) Parties**
- D) Pornography**

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MULTIPLE CHOICE: D

ANSWER

Pornography is the most influential factor that leads some people to buy sex.

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Wilkinson Jr., Kevin L. (2023). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking.

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Source

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GROOMING



What factors can lead males to purchase sex?



GROOMING

Escalating Influences for Buying Sex

- **Adult Influence:** Caregivers who normalize pornography use or paying for sex.
- **Peer Pressure:** Social groups that portray buying sex as common or cool.

EXCALATING INFLUENCES

Deciding to buy sex often happens gradually, through a grooming process that involves repeated exposure to messages that normalize or minimize harm.

Influences may come from adults, peers, media, or environments that portray sexual access as a commodity rather than a violation of boundaries.

Pornography and sexualized media can distort expectations about consent and relationships, while peer approval can reduce critical thinking. These influences do not cause someone to buy sex, but they can increase risk by shaping beliefs and attitudes over time.

Understanding these pathways helps highlight how exploitation is normalized and why prevention must address culture, media, and accountability—not victims.

Source

Wilkinson Jr., Kevin L. (2024, July 4). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking. DigitalCommons.liberty.edu. Retrieved April 30, 2025, from <https://digitalcommons.liberty.edu/doctoral/4600/>

GROOMING

Escalating Influences for Buying Sex

- **Sexualized Media:** Music, games, and videos that glamorize pimps and the commercial sex trade.
- **Pornography Exposure:** Studies reveal pornography impacts the brain and escalates the desire to buy sex.
- **Sexualized Venues:** Strip clubs or similar spaces normalize paying for sexualized experiences.

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FIRST TIME BUYERS



What percentage of males first purchased sex due to peer pressure or encouragement from someone they knew?



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Online Interactive Polling
SLIDO.com Multiple Choice

What percentage of males first purchased sex due to peer pressure or encouragement from someone they knew?

- A) 11%
- B) 18%
- C) 21%
- D) 29%

ANSWER

B) 21% of males first purchased sex because someone in their social network influenced them.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, p. 4, 10, 41. DemandAbolition.org. Retrieved June 11, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

WHAT DO YOU THINK?

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- A) 11%
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NOTE TO PRESENTER:

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MULTIPLE CHOICE: C

ANSWER

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Demand Abolition (2018). Who Buys Sex? Understanding and Disrupting Illicit Market Demand.

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Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, p. 4, 10, 41. DemandAbolition.org. Retrieved June 11, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

FALSE BELIEFS



What common FALSE beliefs do sex buyers hold to justify their illegal behavior?



FALSE BELIEFS

Buyers' Justification

- **Excusing Behavior:** “Boys will be boys.”
- **Minimizing Harm:** “Just caring for personal needs.”
- **Denying Victims:** “Prostitution doesn't involve victims.”
- **False Belief:** “People being purchased choose to participate.”
- **Rationalization:** “People being purchased enjoy the experience.”

• BUYERS' JUSTIFICATION

Sex buyers often rely on false beliefs to justify harmful and illegal behavior. These beliefs minimize responsibility, deny the existence of victims, and shift blame away from the buyer. Ideas such as “people choose this” or “victimless crime” ignore the realities of coercion, manipulation, and abuse that are common in sexual exploitation.

Framing harm as normal behavior or a personal need helps buyers avoid accountability. Understanding these justifications helps us recognize how exploitation is normalized and why responsibility lies with those who create demand—not with the victims.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, p. 19. DemandAbolition.org. Retrieved June 11, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

VOCABULARY

SEXUAL INNOCENCE

Having little to no knowledge, experience, or exposure to sexual conduct, due to being young or unaware.



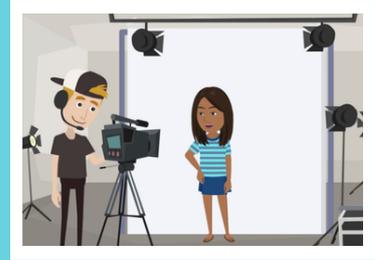
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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

FALSE EMPLOYMENT



What types of jobs are sometimes used to trick people into sex trafficking?



FALSE EMPLOYMENT

Fake Jobs

- **Massage Services:** Promises of massage training can be fake ads used by illegal massage parlors to lure and exploit victims.
- **Acting & Modeling:** Traffickers pose as talent agents, offering fake career opportunities.

FALSE EMPLOYMENT OFFERS

Traffickers often use fake or misleading job offers to recruit victims because employment feels safe, normal, and appealing, especially to young people seeking money, independence, or opportunity.

These jobs may promise flexible hours, quick pay, or exciting careers, but instead lead to exploitation. Traffickers may disguise abuse by framing it as “part of the job” or by gradually crossing boundaries once trust is established.

Understanding how employment can be misused helps us recognize red flags and reinforces the importance of verifying job offers, especially when opportunities seem too good to be true.

FALSE EMPLOYMENT

Fake Jobs

- **Food & Entertainment:** Jobs in certain bars, restaurants, casinos, adult clubs, or strip clubs are used to lure victims.
- **Hospitality:** Positions in hotels or motels can be used by traffickers to recruit victims.

FALSE EMPLOYMENT OFFERS

Traffickers often use fake or misleading job offers to recruit victims because employment feels safe, normal, and appealing, especially to young people seeking money, independence, or opportunity.

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Understanding how employment can be misused helps us recognize red flags and reinforces the importance of verifying job offers, especially when opportunities seem too good to be true.

BUYERS' EMOTIONS



What emotions or feelings can lead some people to buy sex?



BUYERS' EMOTIONS

Common Emotions

- Loneliness
- Sadness
- Depression
- Frustration
- Low Self-esteem
- Feeling Unattractive
- Desire for Companionship
- Boredom
- Searching for Excitement
- Curiosity



©2024-2026 Walking Wise

She Has a Name (n.d.) Why People Solicit Sex.

42

Source

She Has a Name (n.d.) Why People Solicit Sex. Retrieved from an April 30, 2025, webinar presentation.

BEHAVIOR ESCALATION



When pornography no longer feels exciting, what escalating behavior can happen next?



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Online Interactive Polling
SLIDO.com Multiple Choice

When pornography no longer feels exciting, what escalating behavior can happen next?

- A) Stop using pornography
- B) Talk to friends about porn
- C) Listen to sexualized music
- D) Look for real-life sexual experiences

ANSWER

D) Looking for real-life sexual experiences can sometimes lead people to buy sex.

Source

Wilkinson Jr., Kevin L. (2023, July 4). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking, pp 32, 227.

DigitalCommons.liberty.edu. Retrieved June 18, 2025, from <https://digitalcommons.liberty.edu/doctoral/4600/>

WHAT DO YOU THINK?

When pornography no longer feels exciting, what escalating behavior can happen next?

- A) Stop using pornography**
- B) Talk to friends about porn**
- C) Listen to sexualized music**
- D) Look for real-life sexual experiences**

NOTE TO PRESENTER:

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MULTIPLE CHOICE: D

ANSWER

Looking for real-life sexual experiences
can sometimes lead people to buy sex.

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Wilkinson Jr., Kevin L. (2023). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking.

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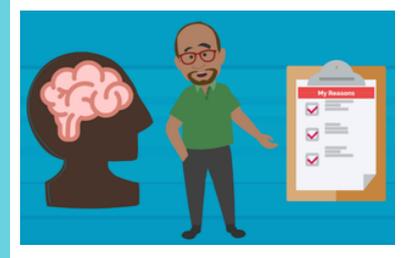
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BUYERS' MINDSET



Why might some people choose to buy sex?



BUYERS' MINDSET

Common Reasons People Buy Sex

- **Avoid Relationships:** Some buyers avoid emotional closeness or long-term relationships.
- **Fear of Commitment:** They may not want the responsibility that comes with a real relationship.
- **Feeling Isolated:** Loneliness or lack of connection can influence their choices.



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Demand Abolition (2018). Who Buys Sex? Understanding and Disrupting Illicit Market Demand.

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REASONS PEOPLE BUY SEX

Some people buy sex for a combination of emotional, social, and learned reasons, though none of these justify the harm caused. Buyers may struggle with loneliness, social anxiety, or difficulty forming healthy relationships.

Instead of building mutual connections, buying sex can feel like an easier or faster way to meet sexual or emotional wants without vulnerability, communication, or commitment.

Others may be influenced by peer norms, sexualized media, or pornography, which can normalize the idea that sex is something that can be purchased rather than shared through consent and respect.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand. DemandAbolition.org. Retrieved February 25, 2024, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

Source

She Has a Name (n.d.) Why People Solicit Sex. Retrieved from the Webinar presentation on April 30, 2025.

BUYERS' MINDSET

Common Reasons People Buy Sex

- **Limited Social Skills:** Some struggle to make friends or feel unsure about dating.
- **Curiosity & Excitement:** Some are curious or looking for thrill-seeking experiences.
- **Desire Control:** Purchasing sex gives some buyers a desired power over another person.



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Demand Abolition (2018). Who Buys Sex? Understanding and Disrupting Illicit Market Demand.

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REASONS PEOPLE BUY SEX

Curiosity and thrill-seeking can also play a role, especially when exposure to explicit content escalates over time and no longer satisfies the brain in the same way.

In some cases, buyers are motivated by a desire for power or control, as purchasing sex allows them to avoid equality, boundaries, or rejection.

It is important for us to understand that buying sex is not a victimless act—it directly supports exploitation and abuse. Teaching young people about healthy relationships, emotional regulation, and respectful connections is a key prevention strategy that reduces demand and helps disrupt the cycle of trafficking.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand. DemandAbolition.org. Retrieved February 25, 2024, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

She Has a Name (n.d.) Why People Solicit Sex. Retrieved from the Webinar presentation on April 30, 2025.

VOCABULARY

TRAUMA

A deeply distressing experience that impacts a person's thoughts, feelings, and behavior during and long after the event.



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Assisting Source

OpenAI. (2025). ChatGPT (GPT-4) [Large language model]. <https://chatgpt.com>

TRAUMA



How are people harmed or traumatized when they are sold to sex buyers?



TRAUMA

Harm Caused by Exploitation

- **Lack of Choice:** Victims are forced or coerced into participating against their will.
- **Control & Entrapment:** Traffickers use threats, fear, or isolation to keep victims trapped.
- **Manipulation:** Lies, emotional abuse, and false promises are used to control behaviors.



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Demand Abolition (2018). Who's Buying Sex? Understanding and Disrupting Illicit Market Demand.

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TRAUMA

Trafficking causes deep trauma because victims are denied choice, safety, and control over their own bodies.

Even when physical force is not present, coercion, manipulation, and fear are powerful tools that keep victims from leaving.

Traffickers often use threats, lies, or emotional pressure to create dependence and confusion, making victims feel trapped or powerless. This ongoing loss of control can lead to long-term emotional, psychological, and physical harm.

It is important for us to understand that exploitation is never consensual and that responsibility lies with the traffickers and buyers—not the victim.

Source

1. Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, pp. 4, 23, 29. DemandAbolition.org. Retrieved June 18, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

2. Wilkinson Jr., Kevin L. (2024, July 4). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking, p. 79. DigitalCommons.liberty.edu. Retrieved April 30, 2025, from <https://digitalcommons.liberty.edu/doctoral/4600/>

TRAUMA

Common Harmful Experiences

- **Violence:** Victims are often threatened or physically harmed.
- **Ongoing Abuse:** Many experience emotional, physical, and sexual abuse.
- **Substance Use:** Some use drugs or alcohol to numb fear, pain, or memories.

ABUSE & ENTRAPMENT

Studies reveal that the individuals who are expected to serve sex buyers often suffer from depression, suicidal ideation, and substance use to numb their pain. Much of this is because they have repeatedly experienced extensive violence, such as physical and sexual abuse. (1)

Victims often experience entrapment, which means they have been coerced or forced into participating in something they would not normally do, as a result of the trafficker's pressure and manipulation that controls their decisions.

Victims are frequently relocated to unfamiliar communities where they do not have family or friends, keeping them disoriented. Traffickers often isolate victims to maintain control, preventing victims from leaving and making them feel they have no choice but to serve sex buyers. (2)

Source

1. Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, pp. 4, 23, 29. DemandAbolition.org. Retrieved February 25, 2024, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

2. Edwards, E., Middleton, J., Cole, J. (2022, February 27). Family-Controlled Trafficking in the United States: Victim Characteristics, System Response, and Case Outcomes, Journal of Human Trafficking, p. 2. https://www.researchgate.net/publication/358899780_Family-Controlled_Trafficking_in_the_United_States_Victim_Characteristics_System_Response_and_Case_Outcomes

TRAUMA

Common Harmful Experiences

- **Relocation:** Victims may be moved to unfamiliar cities or states.
- **Isolation:** Many are cut off from family, friends and trusted adults.

ABUSE & ENTRAPMENT

Studies reveal that the individuals who are expected to serve sex buyers often suffer from depression, suicidal ideation, and substance use to numb their pain. Much of this is because they have repeatedly experienced extensive violence, such as physical and sexual abuse. (1)

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2. Edwards, E., Middleton, J., Cole, J. (2022, February 27). Family-Controlled Trafficking in the United States: Victim Characteristics, System Response, and Case Outcomes, Journal of Human Trafficking, p. 2. https://www.researchgate.net/publication/358899780_Family-Controlled_Trafficking_in_the_United_States_Victim_Characteristics_System_Response_and_Case_Outcomes

END DEMAND



What percentage of men who purchase sex said they want to stop?



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Online Interactive Polling
SLIDO.com Multiple Choice

What percentage of men who purchase sex said they want to stop?

- A) 11%
- B) 21%
- C) 31%
- D) 41%

ANSWER

D) 41% of men who admitted to purchasing sex said they would like to stop.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, pp. 25-26. DemandAbolition.org. Retrieved June 18, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

WHAT DO YOU THINK?

What percentage of men who purchase sex said they want to stop?

- A) 11%
- B) 21%
- C) 31%
- D) 41%

NOTE TO PRESENTER:

Delete this slide if you are using Slido.com for audience interaction.

MULTIPLE CHOICE: D

ANSWER

41% of men who admitted to purchasing sex said they would like to stop.

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Demand Abolition (2018). Who's Buying Sex? Understanding and Disrupting Illicit Market Demand.

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Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, pp. 25-26. DemandAbolition.org. Retrieved June 18, 2025, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

END DEMAND



What would put the commercial sex trafficking trade out of business?



END DEMAND

End Sex Trafficking

- **Shift Attitudes:** Change beliefs that normalize or excuse buyers.
- **Education:** Teach how buying sex harms vulnerable people and fuels exploitation.
- **Youth Empowerment:** Help young people recognize and resist pressure to participate.
- **Awareness:** Teach the manipulative tactics used by traffickers.

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Demand Abolition (2018). Who's Buying Sex? Understanding and Disrupting Illicit Market Demand.
Wilkinson Jr., Kevin L. (2023). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking.

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END DEMAND

A powerful way to end sex trafficking is to stop the “demand,” which means an individual’s desire and willingness to pay for sex. Sex buyers create this “demand,” and traffickers respond by supplying people to meet the demand.

EDUCATE ADOLESCENTS

Education plays a critical role by helping young people understand the real harm caused by buying sex, challenging harmful social messages, and building skills to resist pressure or manipulation.

Teaching awareness and accountability helps prevent exploitation before it starts and supports safer communities for everyone.

Source

Demand Abolition (2018, November). Who Buys Sex? Understanding and Disrupting Illicit Market Demand, pp. 25-26. DemandAbolition.org. Retrieved February 25, 2024, from <https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

Wilkinson Jr., Kevin L. (2023, July 4). The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking, p. 230. DigitalCommons.liberty.edu. Retrieved June 18, 2025, from https://digitalcommons.liberty.edu/doc_toral/4600/

ASK FOR HELP



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HOW TO ASK FOR HELP

Walking Wise asked a focus group of survivors:
What do you think young people should know about sex trafficking?

ANSWER

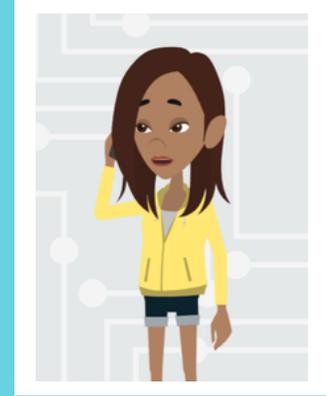
The survivors agreed that the most vital information kids should know is how to ask for help.

At the top of their list: Tell a **TRUSTWORTHY** adult.

In response, Walking Wise added a group of characters to its animated videos to represent trustworthy adults, encouraging teens to seek out adults they can trust.

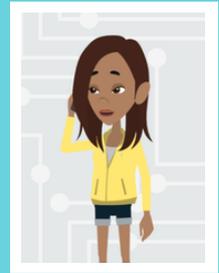
ASK FOR HELP

What are ways young people can ask for help?



ASK FOR HELP

How to Ask for Help



- If you are in immediate danger, dial 911.
- If the sexual predator IS a family member, consider telling a trustworthy adult.
- If the sexual predator is NOT family, consider telling a parent.
- If you are a student in school, consider telling a trustworthy teacher, coach, school nurse, social worker, counselor, resource officer, or principal.
- To gain internet access for help, consider using a computer at your school or a public library.

Help Lines for Pornography Addiction

- ✓ Substance Abuse & Mental Health Services
1-800-622-HELP (4357)
SAMHSA.gov/Young-Adults
- ✓ Sex Addicts Anonymous
1-800-477-8191
SAA-Recovery.org
- ✓ SexHelp
1-866-575-6853
SexHelp.com/Educate
- ✓ STRIVE21 (Covenant Eyes)
989-720-8000
STRIVE21.com
- ✓ Suicide & Crisis Lifeline
1-800-273-TALK (8255) or TEXT 988
988LifeLine.org/chat

24-Hour Hotline for Help

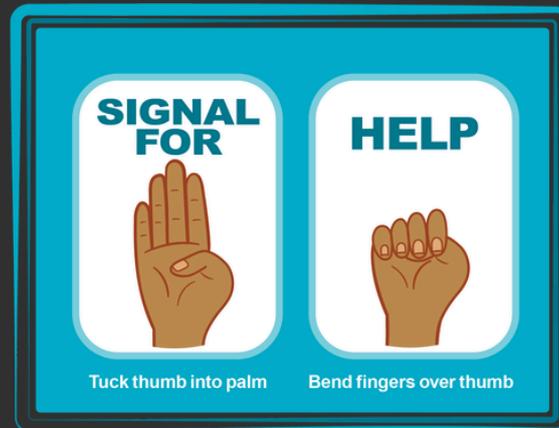
- ✓ National Human Trafficking Hotline 888-373-7888 or TEXT 233733
- ✓ Rescue America 833-599-FREE (3733)
- ✓ National Sexual Assault Hotline 800-656-HOPE (4673)
- ✓ National Center for Missing & Exploited Children 800-THE-LOST (843-5678)
- ✓ National Domestic Violence Hotline 800-799-SAFE or TEXT 88788
- ✓ National Runaway Safeline 800-RUNAWAY (786-2929)

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Presenters may ask their audience to consider adding a few "hotline for help" phone numbers in their cell phone contacts or take a photo of this slide.

HAND SIGNAL FOR HELP



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Source: Canadian Women's Foundation, April 2020

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Although the hand signal for help has not yet achieved universal recognition, it may discreetly get someone's attention in urgent situations.

SILENT

It can be used silently.

UNTRACKABLE

It leaves no digital footprint.

CONCEALED

It can be done secretly when a perpetrator is in the vicinity.

SIGNALS DISTRESS

Combining the hand signal with a distressed facial expression might help attract the attention of an individual unfamiliar with the signal's meaning.

Source

Canadian Women's Foundation, April 2020

EVALUATION



NOTE TO PRESENTER

If you would like to conduct an online student evaluation, *paid subscribers* may contact us at support@WalkingWise.com for information about using Slido.com.

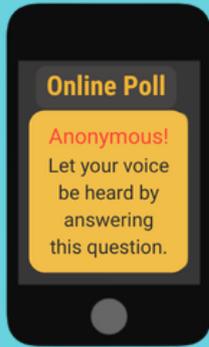
Otherwise, refer to the Walking Wise lesson plan on this topic to access a pre- and post-student survey.



Two ways to conduct a pre-/post-student evaluation:

- 1) Use the pre/post survey in the Walking Wise lesson plan for this topic.
- 2) Activate Slido.com to conduct an online survey.

SHARE YOUR THOUGHTS



1. How would you rate this lesson?
2. What was the one thing you liked?
3. What one thing should we improve?

slido.com
#XXXX

If using Slido: Replace "#XXXX" with your organization's custom Slido code.

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Online Interactive Polling
SLIDO.com: 3-Question Survey

IF SLIDO IS ACTIVATED:

Follow the instructions provided on WalkingWise.com to access your school or organization's custom Slido QR code and #code, which the audience will use to complete the 3-question evaluation.

Please encourage your audience to scan your organization's custom QR code to share what they enjoyed and what could be improved about the lesson.

Please send any feedback you want to share to Walking Wise at support@WalkingWise.com.

Thank you!

WalkingWise.com



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Postgraduate Institute for Medicine
Academy of Forensic Nursing



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To access additional resources about the hidden buyers, please refer to the last page of Lesson Plan #12 on the Walking Wise Learning Platform.

We welcome your feedback at support@WalkingWise.com.