

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

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Human Trafficking - and why the Nordic Model is it's solution
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In considering the statistics of modern day slavery: that there are an estimated 46 million slaves in the world today according to the Global Slavery Index, with the Asia Pacific having a regional proportion of 67% of the global number of those victims, Australia needs to understand it's contribution to today's slavery as a developed demand nation in a developing region.



It has been recognised by the United Nations that human trafficking affects every country in the world, as either a country of origin, a transit or destination country - victims from at least 127 countries have been found to be exploited in 137 Nation States.

Women and children make up the majority (85%) of these known slaves, who are predominantly subject to sexual exploitation - even if they have been procured for labor trafficking.

With various forms of human trafficking, including forced Labour, domestic servitude, street crime; drug trade; organ trafficking; forced marriage; and sexual exploitation, there are various push and pull factors that lead to the trafficking of persons, such as political, economic social, cultural, philosophical driving factors and the catalysts of natural disasters, criminal exploitation, the presence of violence against women and a lack of respect for the rule of law and due process.

Victims of human trafficking are often vulnerable targets such as displaced persons.

Human trafficking is a serious human rights violation.

Its victims are deprived of their freedom of movement and freedom of choice; that is, they do not have control over their own lives.

Trafficking is also known as a form of “modern day slavery”, because the victims are held in slave-like conditions and are treated as property of the people who bought them. Human trafficking often takes place as a form of organised crime, but not necessarily.

Human Trafficking is an international criminal enterprise that relies on the demand of the purchaser, and the vulnerability of the supplier.

Human trafficking has now exceeded the profitability of intentional drug trafficking with an estimated annual earnings over \$180 billion dollars annually.

There are various push and pull factors for why human trafficking takes place, including economic, social, cultural and even philosophical factors. Natural disasters, conflict,



Human Trafficking - and why the Nordic Model is it's Solution - October 2016

the presence of violence against women, the disrespect of the rule of law, due process, a lack of access to justice, corruption and criminal enterprise all contribute to driving factors of why human trafficking might occur.

Traffickers use multiple strategies to force, recruit, coerce and blackmail their victims when recruiting. The most common recruitment strategies are:

- **false business and other proposals;**
- **“loverboy“** strategy where a man dates a woman with the intent of trafficking her,
- using trust relationships to manipulate, control and coerce;
- **using false or deceptive advertisement for a job in different media, newspapers, the internet, social networks;**
- **the selling of family members - including the selling of children; and**
- **the least common form of recruitment strategy - kidnapping.**

So, what drives this profitable international crime?

Simply put, it is the global demand for the commodification of flesh.

Take the example of the most recent case of the Australian Paedophile engaging in child abuse in our region:



It was reported by Ten Eye Witness News and other media outlets on 21 September 2016: “A 52-year-old Australian man could face the death penalty in the Philippines after he was accused of countless child sex offences. Peter Scully allegedly directed a sickening video where an 18-month-old baby girl was bashed and sexually tortured. The court heard Scully allegedly directed the video titled “Daisy’s Destruction”, where the infant was masked by a naked woman before being tied upside down by her feet and sexually

assaulted and bashed.

The masked woman was believed to be one of his two Philippine girlfriends. According to reports, the video was sold online for up to \$10,000. Prosecutors argue he is also the mastermind behind a worldwide network selling extreme videos containing child sex and torture.

Scully was arrested in February and charged with multiple counts of sexual abuse, cyber sex, torture, rape, human trafficking and murder in the Phillipines. An 11-year-old girl’s body was also found buried bellow a house rented by the accused. Prosecutors allege Scully sexually abused and strangled her.

Another eight female victims aged up to 13 are also being held in witness protection while Scully pleads not guilty in court. The court hearings are expected to take years to complete.

On the night before Scully’s hearings, chief prosecutor of northern Mindanao region Jaime Umpa called for the reintroduction of the death penalty, meaning Scully would be executed. Under current Philippine laws, Scully would be released after serving 30 years jail before being deported to Australia.”

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

More recently, Australian child sex predator Michael Quinn was sentenced to 12 years' jail in the US - it was reported on 2 November 2016 that Michael Quinn, who was caught in a US hotel room attempting to pay \$US260 to rape a six-year-old boy, stood at his sentencing in a downtown Los Angeles court with tears in his eyes and voice quivering.

Australia has a large responsibility in our contribution to the abuse of vulnerable women and children in our region through sex tourism. We need to put into place diversionary programs for these men - before they choose to abuse children - to try and deter the abuse that has lifetime effects of trauma on the victim child.

There are many countries who have recognised the demand that is created for trafficked persons by the legalisation of such services, and have shifted their thinking, amended their legislations, and have ultimately - seen a shift in social norms towards the commodification of flesh.

The Police inspector in Västra Götaland County and section head of the human trafficking group within the surveillance division in Sweden put it brilliantly a few year ago, stating: "We are making an unequivocal statement to the poor, exploited women and girls when we—the citizens of wealthy countries—tell them that it's OK to buy human beings for sexual purposes."

Legislation that has deemed the exchange of money for sex to be a legitimate transaction has done exactly this in our country. Through this 'agreement', through payment, a man can own a woman for that time - and do with her what he will. And he does. She cannot say no - she cannot change her mind - if she tries - she is often bashed and raped.

This remains a gender equality issue and a human rights violation of women victims.

It has been declared by the Swedish feminist Ekberg that:

"... prostitution is one of the worst expressions of the unequal division of powers between men and women and this does not only bear on the prostitutes or those who buy the prostitutes' services but the whole of society. This is why we are now suggesting a criminalisation of the sex buyers. We are convinced that it will change attitudes and decrease violence in society. We are convinced that it will also decrease prostitution."

Anne Maria Holli - a Swedish Official stated in 2004 that: *"In Sweden it is understood that any society that claims to defend principles of legal, political, economic, and social equality for women and girls must reject the idea that women and children, mostly girls, are commodities that can be bought, sold and sexually exploited by men"*.

Let's look at this matter more closely in international law from a human rights, gender equal perspective - within the framework of violence against women. In 1949, the United Nations General Assembly saw prostitution and its exploitation by third parties as a blatant violation of human dignity.

‘ ...Three out of every 1,000 persons worldwide are in forced labour at any given point in time...’

– ILO 2012 Global estimate of forced labour

In the preamble to the **United Nations Convention for the Suppression of the Traffic in Persons and of the Exploitation of the Prostitution of Others**, of 2 December 1949, the States Parties recalled that prostitution is “*incompatible with the dignity and worth of the human person*”. Consequently, the UN undertook to combat pimping in all its forms and to ensure assistance was provided to prostituted persons.

In 1979, Article 6 of the **Convention on the Elimination of All Forms of Discrimination against Women** (CEDAW) reinforced this policy by explicitly requesting that States Parties “*suppress all forms of traffic in women and exploitation of prostitution of women*”.

In the early 2000s, the United Nations developed international policies and instruments to supplement those already in place. Within the context of the fight against human trafficking, the **Palermo Protocol to Prevent, Suppress and Punish Trafficking in Persons Especially Women and Children** (2000) includes “*the exploitation of the prostitution of others or other forms of sexual exploitation*” within its use of terms referencing human trafficking and exploitation.

In 2003 Kofi Annan, the **Secretary-General of the United Nations**, adopted special measures to prevent exploitation and sexual abuse, pertaining to all peacekeeping missions operating under UN command and control and to all UN staff.

This ‘zero tolerance’ policy, applicable only within the UN framework, makes a significant breakthrough in expressly prohibiting UN stakeholders from any “*exchange of money, employment, goods or services for sex, including sexual favours or other forms of humiliating, degrading or exploitative behaviour*”.

The **Rome Statute Explanatory Memorandum** recognises rape, sexual slavery, enforced prostitution, forced pregnancy, enforced sterilization, “*or any other form of sexual violence of comparable gravity*” as **a crime against humanity** if the action is part of a widespread or systematic practice.

Rape was first recognised as **a crime against humanity** when the International Criminal Tribunal for the former Yugoslavia issued arrest warrants based on the Geneva Conventions and Violations of the Laws or Customs of War.

The **Vienna Declaration and Program of Action** condemns systematic rape as well as murder, sexual slavery, and forced pregnancy, as the: “*violations of the fundamental principles of international human rights and humanitarian law*”, and requires a particularly effective response.

In the **Rwandan Trials**, more specifically, the Trial of Jean-Paul Akayesu, the mayor of Taba Commune in Rwanda held that rape, which it defined as “*a physical invasion of a sexual nature committed on a person under circumstances which are coercive*”, and sexual assault **constitute acts of genocide** insofar as they were committed with the intent to destroy, in whole or in part, a targeted group.

International human rights law recognises prostitution as a violation of human rights and prohibits its exploitation, and the only way for States to respect their obligation to eliminate the exploitation of prostitution in respect of human rights is to implement abolitionist policies.

International human rights law recognises prostitution as a violation of human rights and specifically prohibits exploitation of the prostitution of others, including pimping, procuring and the running of a brothel. States and United Nations (UN) agencies have a direct, binding obligation to oppose any trivialisation of prostitution and to work towards the elimination of its exploitation (*CAP International - Nicole Ameline*).

Prostitution needs to be first and foremost recognised as a violation of human dignity - as the protection of the dignity and worth of the human person is a cornerstone of the human rights system and law, as stated in the **Universal Declaration of Human Rights (UDHR)**: “*recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world*”.

Two binding UN Conventions prohibit the exploitation of the prostitution of others: the UN **Convention on the Elimination of All Forms of Discrimination against Women - CEDAW** (1979) and the UN **Convention for the Suppression of the Traffic in Persons and the Exploitation of the Prostitution of Others** (1949).

Article 6 of the CEDAW directly states that “*States Parties shall take all appropriate measures, including legislation, to suppress all forms of traffic in women and exploitation of prostitution of women*”.

The scope of States’ obligations to suppress all forms of exploitation of the prostitution of others is defined in the UN Convention for the Suppression of the **Traffic in Persons and the Exploitation of the Prostitution of Others. This Convention** is the only UN treaty that focuses specifically on the exploitation of the prostitution of others and provides precisions to the general prohibition encompassed within provisions protecting human dignity.

Article 1 prohibits the exploitation of prostitution in all its forms. States are obliged to punish any person who makes a profit from, or facilitates, the prostitution of another person, even with the consent of that person.

The exploitation of the prostitution of others is recognised as a “*form of sexual exploitation*” under international law by the **Palermo Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children**, which supplements the United Nations Convention against Transnational Organised Crime (2000).

In its definition of “*trafficking in persons*”, the **Palermo Protocol** makes reference to “*the exploitation of the prostitution of others or other forms of sexual exploitation*”. This reference explicitly encompasses the exploitation of the prostitution of others as one of several forms of sexual exploitation.

The Charter of the United Nations gives all UN bodies and agencies the obligation to promote the respect of the “*dignity and worth of the human person*” and of the “*equal rights of men and women*”.

International human rights law recognises prostitution as a violation of human dignity, and thus as a violation of human rights - which has key consequences for States Parties and UN bodies and agencies.

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

In fact, States Parties are under a binding obligation to respect and to protect the dignity of the human person, which is one of the cornerstones of international human rights law.

When defining and implementing policies with regards to prostitution and its exploitation, States must ensure that they work towards the elimination of prostitution and the protection of its victims. States are also prohibited from implementing policies that would encourage prostitution - which would foster a violation of human dignity.

This specific obligation to contribute to the elimination of prostitution and to oppose any promotion or trivialisation of prostitution is further reinforced by the recognition by the United Nations of the purchase of sex acts as a “*sexual abuse*”.

In his Special Bulletin on “*Special measures for protection from sexual exploitation and sexual abuse*”, the **Secretary General of the United Nations** (UNSG) defines as sexual abuse any “*actual or threatened physical intrusion of a sexual nature under unequal or coercive conditions*”.

Indeed, we understand that most of the rights of a trafficked, enslaved or exploited prostituted woman are taken from them, and include a violation of:

1. The ***prohibition of discrimination*** on the basis of race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth, or other status
2. The right to ***life***
3. The right to ***liberty and security***
4. The right ***not to be submitted to slavery, servitude, forced labour or bonded labour***
5. The right not to be ***subjected to torture and/or cruel, inhuman, degrading treatment or punishment***
6. The right to be ***free from gendered violence***
7. The right to ***freedom of association***
8. The right to ***freedom of movement***
9. The right to the ***highest attainable standard of physical and mental health***
10. The right to ***just and favourable conditions of work***
11. The right to ***an adequate standard of living***
12. The right to ***social security (Welfare)***
13. ***The right of children to special protection***



‘ FREEDOM IS THE BIRTHRIGHT OF EVERY HUMAN BEING ’

Preamble, Supplementary Convention on the Abolition of Slavery, the Slave Trade and Institutions and Practices Similar to Slavery

The **United Nations Declaration of the Elimination of Violence Against Women** recognises that "violence against women" means "any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life" - in Article 1.

The CEDAW recognises violence against women as encompassing: "physical, sexual and psychological violence, including rape, sexual abuse, sexual harassment and trafficking in women and forced prostitution" - in Article 2.

These international laws create a due diligence for States to not only protect women from harm, but also - to prevent that harm ever occurring, reflected in these judgements: In the case of *Velasquez Rodriguez v. Honduras* 1988 Inter-Am. Ct. H.R. (ser. C) No. 4, T 172 (July 29, 1988, heard by the Inter-American Court of Human Rights (IACHR) in 1988, the Court considered State responsibility for enforced disappearances for the first time.

Further to the State's positive obligation to ensure the rights of the individual, the court also found that where rights are guaranteed-in this case by the American Convention on Human Rights-the state is obligated to exercise "due diligence" to ensure their fulfilment, and as such, the "States must prevent, investigate and punish any violation" of rights.

The court went further to articulate that the existence of a legal system is not enough; the government must also "conduct itself so as to effectively ensure" the enjoyment of rights.

This legal framework provided the foundation for the due diligence standard upon States, which has spread beyond the Inter-American system is now applied to non-state acts of domestic violence.

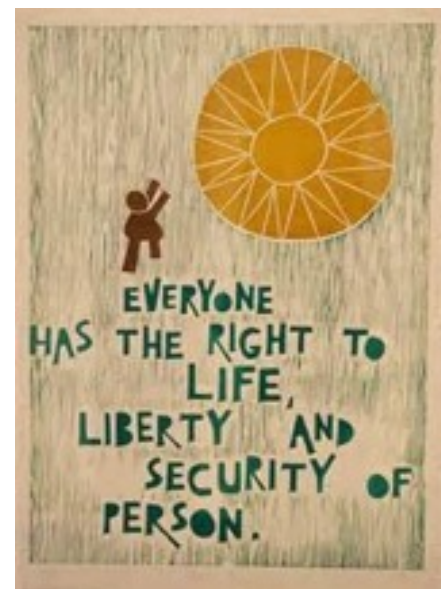
The abolition of prostitution, through the protection of victims and the criminalisation of sex buyers, is the only effective way for States to abide by their due diligence obligations, and to eliminate exploitation in prostitution in respect of fundamental rights.

The Swedish law is based on the definition of the human trafficking concept in the **Palermo Protocol**, one of the supplementary protocols to the **United Nations Convention against Transnational Organised Crime**.

The Nordic Model laws on prostitution was initially implemented in Sweden in 1999 within the women's peace bill. The Swedish Government Declared:

"For a long time, Sweden's official attitude to prostitution has been that it is an unacceptable phenomenon in our society and must be combated."

Since 1 January 1999, it has been a crime to buy sexual services in Sweden, and an individual who obtains a casual sexual relation for compensation is sentenced to pay fines or serve a prison term of up to six months for the purchase of sexual services. The prostitution law is part of broader legislation know as the Women's Peace and Sanctuary Laws.



Human Trafficking - and why the Nordic Model is it's Solution - October 2016

In contrast to previous measures against prostitution, the criminalisation of the purchase of sexual services targets the demand - the sex buyer or the prospective sex buyer, and seeks to protect the prostitute - and potential victim of exploitation.

The Nordic Model laws - as they are referred to now - decriminalise all people who sell sex and provide exit programs for those who wish to leave the sex trade, including services aimed at providing housing, health, education and employment support.

As a result of criminalising buyers of sex these laws have had a marked effect on cultural attitudes to women, especially men's attitudes, and has been effective in reducing sex trafficking.

Sweden's legislation officially recognizes that it is unacceptable for men to purchase women for sexual exploitation, whether masked as sexual pleasure or 'sex work'. Chapter 6 s8 of the Swedish Penal Code states:

"Anyone who promotes or encourages or improperly exploits for commercial purposes casual sexual relations entered into by another person in exchange for payment is guilty of a criminal offence and shall be sentenced for procuring to imprisonment for at most four years."

In Sweden, once the police have succeeded in identifying a suspect, the prosecutor is contacted and then takes charge of the preliminary investigation.

The following are the three main areas of prosecution of users of sexual services under the Swedish laws:

1. The purchase of sexual services
2. Procurement
3. Human trafficking

"The goal is to damage the market - driven by brothel owners, pimps, but also men buying sex, and to starve it of its buyers." - Jonas Henriksson, a Swedish Detective Sergeant who works combating prostitution and trafficking – speech in the European Parliament.

The legislation was based on the foundation that the system of prostitution is a violation of gender equality. The law moves away from targeting the person in prostitution, to the users.

The law is a catalyst for changes in societal attitudes and by eradicating the social prejudice it facilitates women in prostitution accessing societal and medical services.

All violence against women begins with disrespecting women....

"....both legalisation and decriminalisation permit Prostitution to be recognised as legitimate work and pimps and brothel owners as legitimate business operators."

("Coalition Against Trafficking in Women," Coalition Against Trafficking in Women Mary Sullivan)

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

This is demonstrated in Sweden where 80% of the population support the law and the issue today is more about how the law is enforced, than questioning the existence of the law itself.

Since 1999, discussions internationally on the implementation of a like-Nordic Model and various interpretations of the consequences of criminalisation have been put forth.

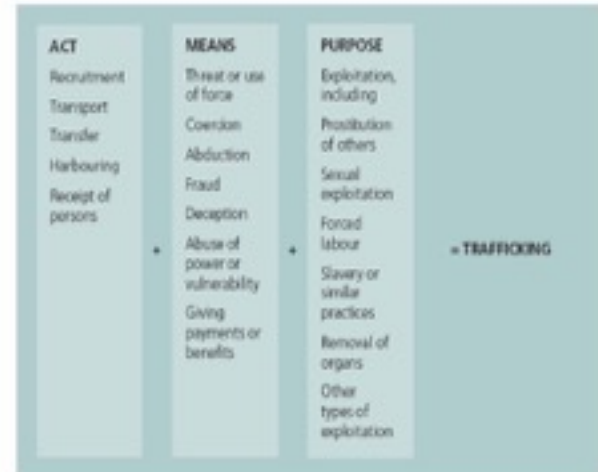
THE PALERMO PROTOCOL

The Swedish law is based on the definition of the human trafficking concept in the **Palermo Protocol**, one of the supplementary protocols to the United Nations Convention against Transnational Organized Crime.

The definition in the **Palermo Protocol** is now universally recognised and, in principle, is used all over the world.

In order for an action to be classified as human trafficking, it must consist of three elements:

1. a **deed** (for example, recruiting or transport),
2. which is initiated through the use of **improper means** (for example, threats or deception)
3. for the **purpose of exploitation** (for example, sexual).



If a child is the intended victim, it is not necessary for improper means to have been used.

Human trafficking is often transnational and is comprised of source, transit and destination countries.

One of the strengths of the Nordic Model approach to curbing the demand of human trafficking, and shifting societal norms in relation to violence against women is that it also offers exit programs and community educational programs for the 'Johns' - the users of the service.

After ten years in operation the Nordic Model was assessed in Sweden, and on 2 July 2010, Chancellor of Justice Anna Skarhed submitted the report [Prohibition of the purchase of sexual services. An evaluation 1999-2008](#) to the Government.

The evaluation shows that the prohibition of the purchase of sexual services has had the intended effect and is an important instrument in preventing and combating prostitution and human trafficking for sexual purposes.

The Inquiry notes that prostitution in Sweden, unlike in comparable countries, has at least not increased since the introduction of the prohibition.

Street prostitution in Sweden has been halved since the prohibition was introduced in 1999. This reduction may be considered to be a direct result of the criminalisation of sex purchases.

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

The Inquiry shows that the criminalisation of the purchase of sexual services has helped to combat prostitution and human trafficking for sexual purposes.

The Inquiry's investigation into the application of the prohibition shows that, following an initial period of some uncertainty, police officers and prosecutors now consider that, in general, application works well.

On May 12, 2011, the Swedish Parliament decided to approve a bill from the Government with a proposal for more severe penalties for the purchase of sexual services (prop. 2010/11: 77).

Thus, on July 1, 2011, the maximum penalty for the purchase of sexual services is raised from imprisonment for six months to imprisonment for one year.

The purpose of the amendment is to make possible a more nuanced assessment of the penal value in serious cases of purchase of sexual services.

Sweden appears to be the only country in Europe where prostitution and sex trafficking has not increased.

Other countries who have now implemented the Nordic Model, or are considering it, include:

1. SOUTH KOREA - 2004
2. THE NETHERLANDS - 2007
3. ICELAND-2009
4. BULGARIA - 2009
5. THE UNITED KINGDOM - 2010
6. ISEAREL - 2012
7. CANADA - 2015
8. IRELAND - 2015
9. FRANCE 2016
10. FINLAND - CURRENT
11. DENMARK - CURRENT
12. AUSTRALIA ??????????



Law and policy makers worldwide are being influenced by the success of the Swedish model.

The Swedish results should be contrasted to neighbouring countries such as Denmark where there are no legal prohibitions against the purchase of persons in prostitution.

Denmark has a smaller population than Sweden (roughly 5 ½ million to Sweden's 9 million), yet the scale of street prostitution in Denmark is three times higher than in Sweden.

In Holland, the government-commissioned Daalder Report found that the majority of women in the window brothels are still subject to pimp control and that their emotional well-being is lower than in 2001 "*on all measured aspects.*"

The Dutch National Police Report puts it more strongly:

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Human Trafficking - and why the Nordic Model is it's Solution - October 2016

"The idea that a clean, normal business sector has emerged is an illusion..."

Like the Germans, the Dutch are now proposing an amendment that would penalise the buyers who purchase unlicensed persons in prostitution.

The EU recently passed a resolution last year encouraging member states to "*reevaluate their policies on sex work,*" with the Nordic model as a framework.

The Nordic Model style legislation represents a new approach to prostitution that says men do not have the right to access women's bodies, women deserve more than prostitution, prostitution does not promote gender equality, and that we can do better for women.

Prostitution and human trafficking for sexual purposes represent a serious obstacle to both social equality and gender equality.

As has been stated by Nyamko Sabuni - the Swedish Minister for Integration and Gender Equality "*It is unacceptable that people – mostly women and children – are being purchased and exploited like merchandise. Victims of human trafficking and prostitution lose power over their lives and their bodies. They are robbed of the chance to enjoy their human rights.*"

Prostitution is a form of gender inequality. If international law won't convince you of that, how about these statistics from Psychologists studies, such as Melissa Farley:

- The mortality rate of women in prostitution is 200 times higher than the general population;
- Murder accounts for 50% of the deaths of women in prostitution; and
- 89% of 854 prostituted women interviewed urgently wanted to escape prostitution.

Research in 2003 looked at the prevalence of Post Traumatic Stress Disorder (PTSD) amongst women in prostitution across nine countries. It was found that 68% of those in the sex trade experienced PTSD. This rate is comparable to the trauma faced by rape survivors and survivors of state-sponsored torture.

Can voluntary prostitution exist if

- Most (79%) of prostitutes have experienced child sexual abuse or other significant forms of trauma;
- Many prostitutes are from vulnerable backgrounds;
- Many prostitutes are coerced into doing things they do not want to do;
- Many prostitutes fear for their lives or safety while conducting their 'work'; and
- Many prostitutes feel they have no other options as a means of work and providing for their families.

According to the **National Drug and Alcohol Research Centre Article** - '*Mental health, drug use and risk among female street-based sex workers in greater Sydney*', 2005, where the project interviewed 72 women who had been involved in prostitution for 3 months or more, for prostituted women working in Sydney:

- More than half left home before the age of 16.
- The median range for school completion was year 9.
- 14% had no fixed address or were currently homeless.
- 50% reported being homeless within the past 12 months.

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

- 3/4 experienced child sexual abuse before the age of 16.
- 1/3 reported moving into prostitution before the age of 18.
- 85% reported experiencing violence in prostitution, particularly physical assault (65%), rape with gun/knife (40%), rape without weapon (33%) and attempted rape (21%). a little over half (39 respondents) reporting severe depressive symptoms.
- 54% reported having attempted suicide and 1/4 of these had been before the age of 18.
- 50% also screened positively for a diagnosis of Borderline Personality Disorder (BPD) with approximately half the total sample also meeting the criteria for PTSD with 31% of respondents reporting current PTSD symptoms.

In which other 'workplace' would these conditions of work be accepted?

Society accepts the commodification of women's bodies and its ensuing harms for the purpose of providing sexual access for men.

THIS has that not been considered as a contributing factor in the broader debate about the root causes of violence against women.

The relentless multi-media pornification and hypersexualisation of our cultures, and the increasingly overt sexualisation of young girls **MUST** be questioned.

A study published in 2015 in the *Journal of Interpersonal Violence* co-authored by UCLA Professor Neil Malamuth profiled men who buy sex. It found that men who buy sex are more likely to report having committed rape and other aggressive acts. Professor Malamuth said –

“Our findings indicate that men who buy sex share certain key characteristics with men who are at risk for committing sexual aggression. Both groups tend to have a preference for impersonal sex, a fear of rejection by women, a history of having committed sexually aggressive acts and a hostile masculine self-identification. Those who buy sex, on average, have less empathy for women in prostitution and view them as intrinsically different from other women.”

There is overwhelming evidence that prostitution is inherently harmful and dehumanising, and that it fuels sex trafficking. This link needs to be recognised legislatively and socially. We need to move toward practical action to reduce the demand for prostituted women.

We need to criminalise the purchase of sex in Australia.

The human rights community must consider

1. The **voices of survivors** of all forms of violence against women, including in the sex trade, must be heard.
2. They **must not be silenced** or threatened.
3. The debate about men's violence toward women **HAS TO** include the violence perpetrated by men against the 40 million women worldwide who are part of the \$180 billion dollar per annum sex trade.
4. Many of these women have been trafficked, tricked or coerced into transactional sex as a result of war, poverty, terrorism, ecological disasters, or socio-economic disadvantage.
5. Most have little or no education, many are homeless, and a disproportionate number have been sexually abused as children.

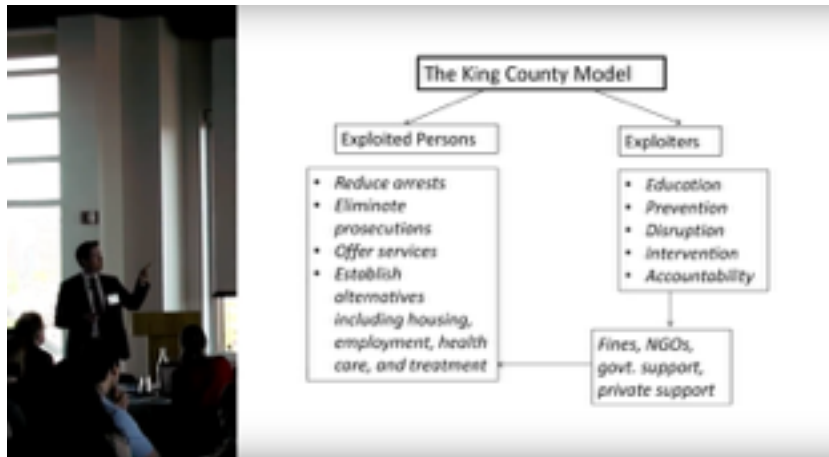
Human Trafficking - and why the Nordic Model is it's Solution - October 2016

Victims of sexual exploitation need to be protected, rehabilitated, their voices listed to in policy discussions, but there is also space in our society to provide diversionary and re-education services to the men - the 'Johns' - the buyers of women.

I was recently in America, where I came across a fantastic prevention and diversionary education program for men in Seattle. Referred to as the 'Buyer Beware' program, men are opting to not only attend and pay for the course - but also to re-attend the course a second and third time - for their own developmental benefit.

The Buyer Beware program brings together survivors, community service organisations, businesses and local prosecuting authorities to carry out a comprehensive strategy to reduce demand and facilitate exit from prostitution.

The Kings County - under who's jurisdiction this program is run - recognises that addressing demand and providing survivor services is the only proven way to end commercial sexual exploitation. Past practice punished prostituted people instead of those who caused the harm: the sex buyers. The cycle of prostitution-related crime and sex trafficking persisted and victims continued to be harmed.



This new approach engages multiple sectors of society to reduce harm to exploited persons and hold exploiters accountable. The new model emphasises connecting prostituted people to services and addressing the demand for prostitution.

The goal is to reduce demand for commercial sex by 20% in two years. Reducing demand will decrease harm to prostituted persons, reduce self-destructive behaviors of buyers, and curb sex trafficking in our community.

By providing messages on the consequences, harm, and alternatives to sex buying, digital strategies reach hundreds of thousands of men and change the culture away from online sex buying.

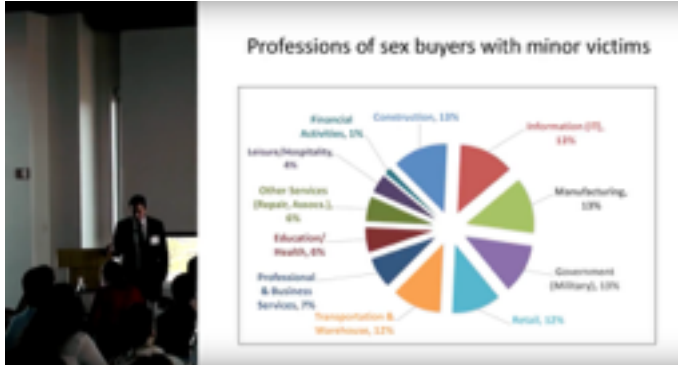
Changing the social norms around sex buying will take away the money that encourages traffickers to exploit and harm victims. A demand side approach can stop trafficking before it starts. No buyers, no business.

Initial results: in the pilot phase, Seattle Against Slavery (SAS) has reached 54,000 men ages 18-24 in King County (roughly half of that demographic) through Facebook posts, and has made 900,000 impressions of ads through Google and Bing search ads.

Law enforcement also conducted a major sting in Seattle that led to the arrest of 14 people, and the shutting down of 12 brothels - for promoting prostitution in the second degree. An on line 'review board' was also shut down.

Human Trafficking - and why the Nordic Model is it's Solution - October 2016

The **King County Sheriff John Urquhart** described the enormous, multi-agency sting that **shut down The Review Board (TRB)** and said it was a "rescue" for victims of human trafficking. For years, TRB functioned as a review site for sex workers. Sex workers could advertise on the same forum where clients (or "hobbyists") could swap stories and rate them. Sex workers also used the site to build a community in which they compared user histories and compiled "bad date" lists.



The King County Sheriff's Office, the Bellevue Police Department, the FBI, and the King County Prosecutor's Office seized the site from its GoDaddy domain with a court order.

In addition to seizing the site, authorities **arrested 14 people**, shut down 12 alleged brothels—all in high-end luxury Bellevue buildings—and filed felony charges against 13 suspects for promoting prostitution in the second degree.

Ten of those arrested were alleged members of a select, national group of TRB users called "The League," and officials claim the other four arrestees owned brothels.

Sheriff Urquhart noted that the aim of the raid was to send a message to men thinking about starting websites like TRB or kgirlsdelight.com. He said that the raid also captured the identities of the site's users, or sex buyers, and if reporters filed public records requests, law enforcement was hoping they'd publish them.

King County's approach to charging sex buyers with misdemeanors and shaming them is part of the new approach of protecting victims of trafficking, slavery and exploitation, and curbing the demand for the commodification of flesh.

If you think someone may have been trafficked - please call the AFP's Human Trafficking Team on 131 AFP (131 237).

If you would like to know more about curbing the demand of human trafficking, and being part of an organisation that is seeking to do just that in the Australasia region, or more about how to implement the Buyer Beware program in Australia, contact:
www.fightingforjusticefoundation.com

"There can be no liberty for a community which lacks the means by which to detect lies."

— Walter