



U.S. Efforts to Combat Demand for Prostitution & Trafficked Sex: Findings from the National Assessment

Research conducted for the National Institute of Justice, U.S. Department of Justice

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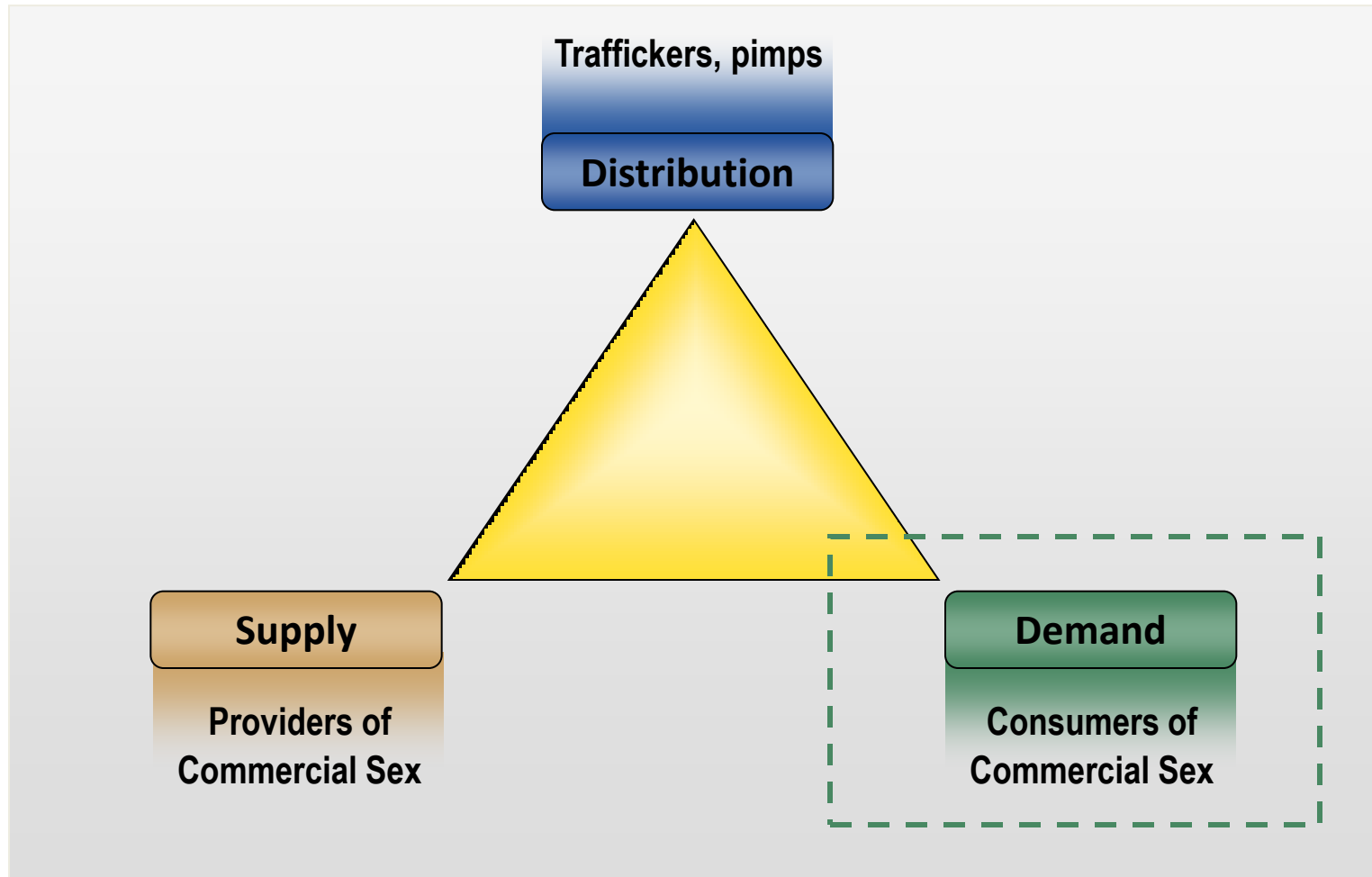


Overview



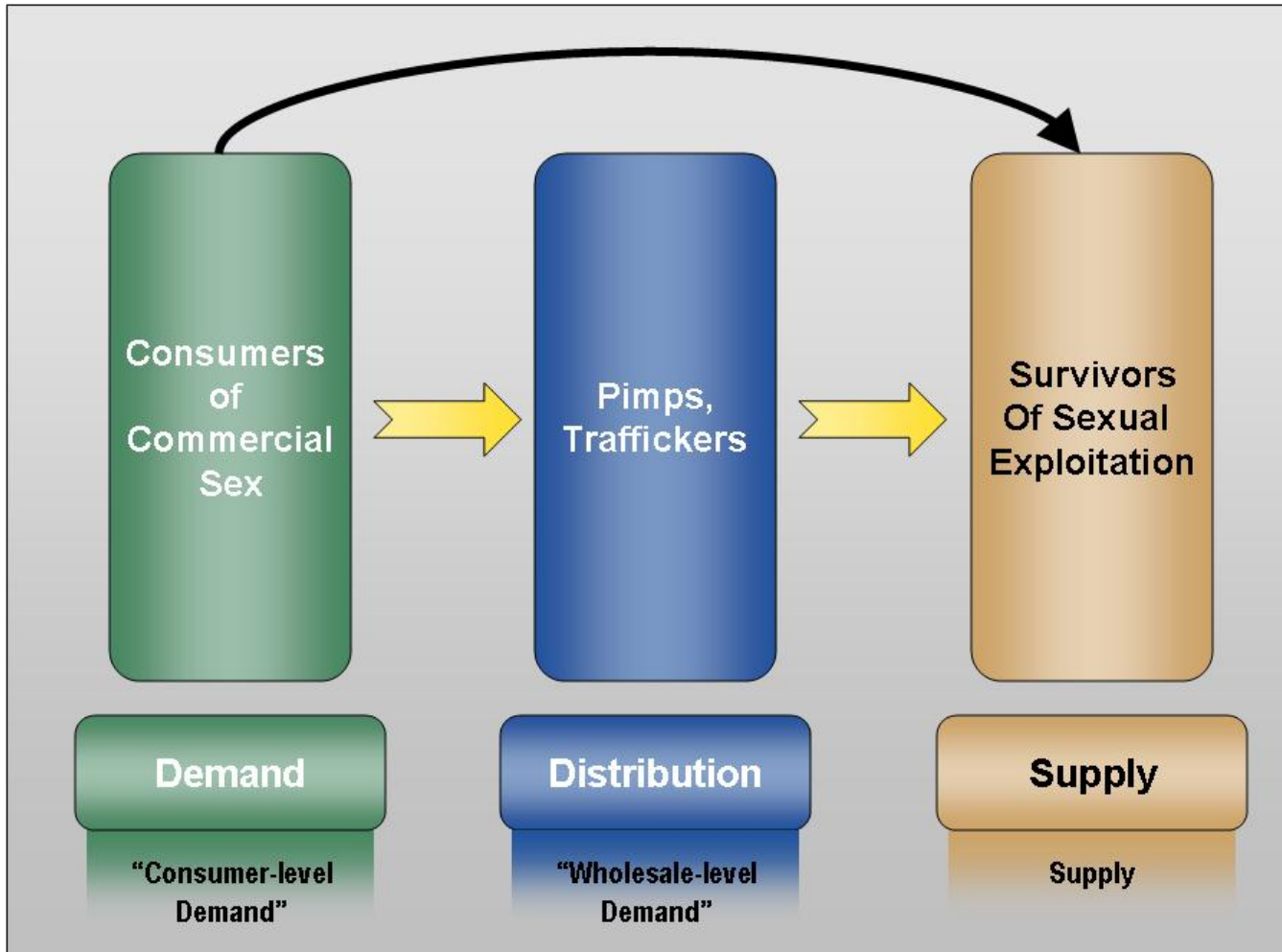
- **Prostitution and sex trafficking markets**
- **Research on anti-demand initiatives**
- **Implications for policy and practice**

Model of Prostitution & Sex Trafficking Markets



Source: Lederer, 2006

Flow Model of Prostitution & Sex Trafficking Markets



Abt Research on Demand-Reduction Tactics



- Evaluation of San Francisco's First Offender Prostitution Program FOPP (for the National Institute of Justice - NIJ)
- **National Assessment of Demand-Reduction Tactics (NIJ)**
- Feasibility Assessment: Evaluating South Korea's National John School Program (Office to Monitor and Combat Human Trafficking, State Department)
- Developing a National Action Plan for Eliminating Sex Trafficking (Hunt Alternatives Fund)

U.S. Sites Employing Anti-Demand Tactics



Demand Reduction Tactic	Number of U.S. Sites Identified
Law Enforcement	
Reverse stings - street operations	855
Reverse stings - Web-based	298
Shaming: Names and/or photos publicized	506
Shaming: "Dear John" letters sent home	41
Auto seizure	124
Geographic exclusion zones ("SOAP" orders)	83
Community service	49
Public Awareness/Education Campaigns	67
Neighborhood Action Targeting Johns	115
John Schools	50

Massachusetts Sites Employing Anti-Demand Tactics



Demand Reduction Tactic	Number of U.S. Sites Identified
Law Enforcement	
Reverse stings - street operations	32
Reverse stings - Web-based	16
Shaming: Names and/or photos publicized	24
Shaming: "Dear John" letters sent home	1
Auto seizure	4
Geographic exclusion zones ("SOAP" orders)	0
Community service	1
Public Awareness/Education Campaigns	4
Neighborhood Action Targeting Johns	2
John Schools	1

Massachusetts



MASSACHUSETTS												
	City/County		Reverse Stings	Web Reverse	Shaming	Auto Seizure	SOAP	Public Education	Neighborhood Action	Community Service	Letters	John School
1	Auburn	MA	◆									
2	Boston	MA	◆	◆	◆	◆		◆				
3	Bridgewater	MA	◆	◆	◆							
4	Brockton	MA	◆		◆				◆			
5	Burlington	MA	◆	◆								
6	Cambridge	MA	◆									
7	Chelsea	MA	◆		◆							
8	East Bridgewater	MA	◆	◆	◆							
9	Fall River	MA	◆		◆							
10	Fitchburg	MA	◆		◆	◆		◆				
11	Hampden County	MA	◆									
12	Haverhill	MA	◆	◆	◆							
13	Holden	MA	◆	◆	◆							
14	Holyoke	MA	◆		◆							
15	Lawrence	MA	◆		◆							
16	Leominster	MA	◆									
17	Lowell	MA	◆		◆			◆	◆			
18	Ludlow	MA	◆									
19	Lynn	MA	◆		◆					◆		
20	Methuen	MA	◆	◆	◆							
22	Milford	MA	◆	◆	◆							
22	Natick	MA	◆	◆	◆							
23	New Bedford	MA	◆		◆							
24	Pittsfield	MA	◆		◆							
25	Plymouth County	MA	◆	◆	◆							
26	Rockland	MA	◆	◆	◆	◆						
27	Seekonk	MA	◆	◆								
28	Springfield	MA	◆		◆							
29	Taunton	MA	◆	◆								
30	West Bridgewater	MA	◆	◆	◆							
31	Weymouth	MA	◆	◆	◆							
32	Worcester	MA	◆	◆	◆	◆		◆			◆	◆

Source: Abt Associates Inc., "A National Assessment of Sex Trafficking Demand Reduction Efforts," NIJ Grant # 2008-IJ-CX-0010.

Reverse Stings



- **Street-level operations: common, established strategy**
 - Women decoys elicit offers to buy sex
- **Web-based**
 - False online ad, with police decoy in hotel
- **Variations/Innovations**
 - Police replace brothel staff, continue illusion of normal operations to catch buyers
 - Police respond to actual online ad, replace prostituted person with decoy, continue making appointments
 - Police departments exchange staff – method used by small departments w/limited number of women officers to serve as decoys
 - Using non-sworn staff as decoys

John Schools – Basic Structure



- **Police conduct “reverse stings,” courts process arrestees.**
- **Diversion: Case is dismissed if eligible men volunteer and:**
 - **Pay a fee** – range from \$0 to \$1,500; national average is approximately \$450
 - **Attend class or classes** – Most involve 1 class; others up to 10 sessions
 - **Sometimes other conditions** - Avoid rearrest, community service, etc.
- **Sentence: Men are required to attend as condition of sentence.**
- **Single class, versus multiple sessions.**
- **Typical Curriculum:**
 - Health consequences
 - Impact on communities
 - Impact on “providers”
 - Victimization risks and impact on johns
 - Legal consequences

 - **Other topics: Pimping & sex trafficking; sexual addiction; healthy relationships; anger management; impact on families.**

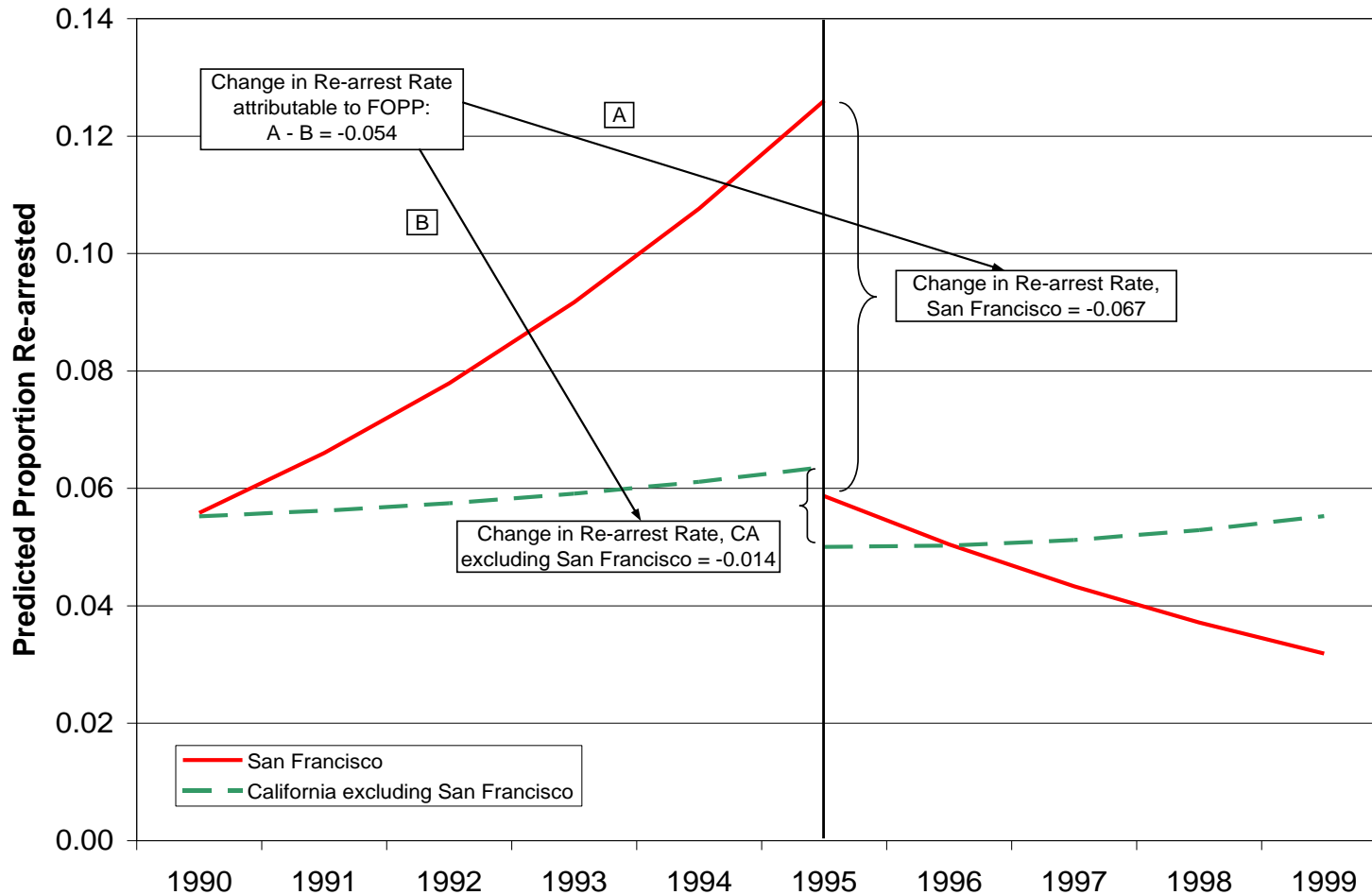
Evidence of Effectiveness: Combating Demand



- **40% to 80% reductions in prostitution/sex trafficking markets achieved through demand-focused or comprehensive approaches:**
 - **Wilkes-Barre, PA:** 75% reduction in number of women known to engage in street prostitution; city removed from domestic trafficking circuit through arresting johns + shaming.
 - **Jersey City, NJ:** 75% reduction in observed and reported prostitution from comprehensive approach including demand tactics.
 - **Sweden:** Reported 70% reduction in street prostitution through focusing on demand through arrest. Possibly displaced indoors.

- **Approaches featuring John Schools**
 - **Ipswich, Bolton, and Northampton, England:** 40% to 80% reductions in calls for police service, number of persons involved in prostitution.
 - **San Francisco:** FOPP john school produced at least 40% reduction in recidivism.

Model of FOPP Impact on Rearrests



Key Role of Police & Prosecutors



- Most tactics are post-arrest, conducted by police, affected by prosecution.
- Arrests affected by prosecution willingness to accept and pursue cases.
- Interpret and enforce human trafficking laws.

Discussion



- Combating demand = primary prevention
- Logic and evidence support demand-focused tactics
 - Effective, low cost, low opportunity cost
- Little evidence that markets are substantially affected without pursuing demand
- Supporting local practitioners is crucial
- Law reform is helpful only if acted upon, and properly targeted

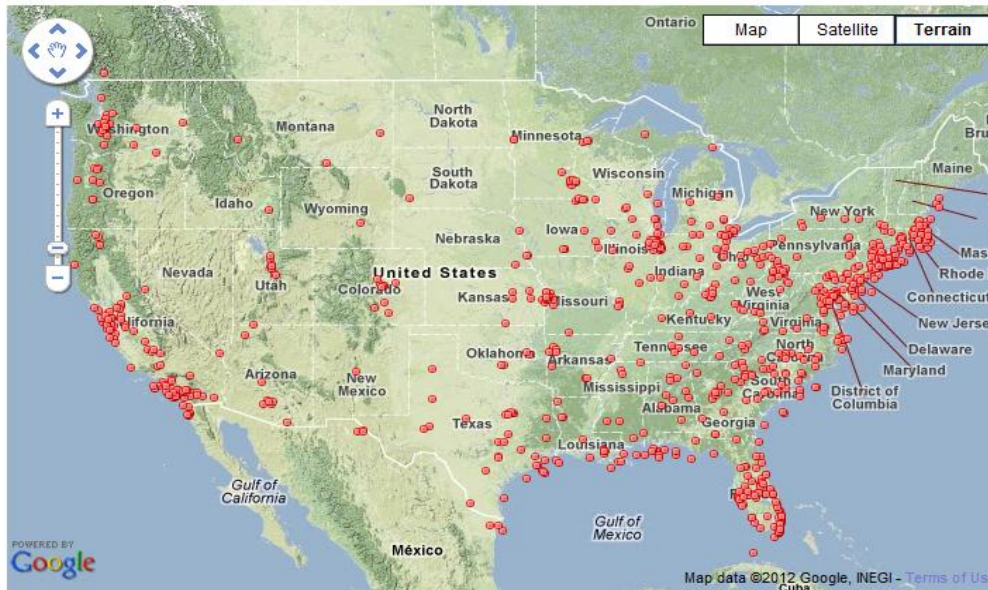


Demand Forum

A Venue for Exchanging Information on Preventing Prostitution and Sex Trafficking
by Addressing Demand

[Blog](#) [Locations](#) [Tactic Descriptions](#) [Additional Resources](#) [About](#) [Contact Us](#)

Locations



12 tactics selected

Select all Unselect all

- Auto seizure
- Cameras
- Community service
- John school
- Letters
- License suspension
- Neighborhood action
- Public education
- Reverse Stings
- Shaming
- SOAP orders
- Web stings

State: Population:

Reset



Locations

Map | Satellite | Terrain

St. Petersburg, FL

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St. Petersburg, FL

St. Petersburg, FL			
Tactics Used:	Reverse stings	◆	Public education
	Neighborhood action		Shaming ◆
	SOAP orders		Auto seizure ◆
	John school		Community service
	Letters	◆	Cameras
	Web stings	◆	License suspension

- **City was an “early adopter” of anti-demand tactics:** St. Petersburg was one of the first cities in the U.S. to shift their main prostitution law enforcement focus from the “supply” to the “demand” side of commercial sex markets. In the mid-1970s, the city moved away from the traditional approach of being punitive toward providers and lenient toward buyers. St. Petersburg conducted its first reverse sting in 1974, and in 1975 and 1976 spent the majority of its police resources devoted to prostitution toward arresting male customers in an effort to undermine the market by reducing demand, and shifted toward a primarily therapeutic/social service approach for those engaged in selling sex. In those two years, 56% of the prostitution arrests in the city were of male buyers apprehended during reverse sting operations using female police decoys (118 arrested johns, 92 arrested women involved in prostitution).
- **Anecdotal evidence of effectiveness of comprehensive 1990s approach featuring demand:** Other priorities were focused on in the 1980s, but by the 1990s the problems remained and there was a renewed interest in addressing prostitution. The police department conducted a study of prostitution in order to develop a response and plan for analyzing whether it was effective. The approach was designed according to community policing “problem solving” principles. Recognizing that arresting women involved in prostitution was ineffective in reducing the illicit sex business and the crime and disorder surrounding it, the city focused on a multifaceted effort that featured tactics aimed at demand. Reverse stings were conducted, and an informative letter that included information about sexually transmitted diseases was sent to the home address of all arrested johns. Prostitution related calls for service from police decreased 24 percent between 1993 and 1994 (Minor, 1997).
- **Anti-demand efforts continue to the present:** Through 2010 there have been periodic reverse stings. Identities of arrestees are broadcast on public access television and printed in news outlets. The city is one of about 20 in the U.S. to suspend driver’s licenses of johns. As in other

Contact Information & Acknowledgements



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