

“How do you expect to uproot a tree when all you are doing is ripping at the leaves?”

- Rachel Moran, survivor

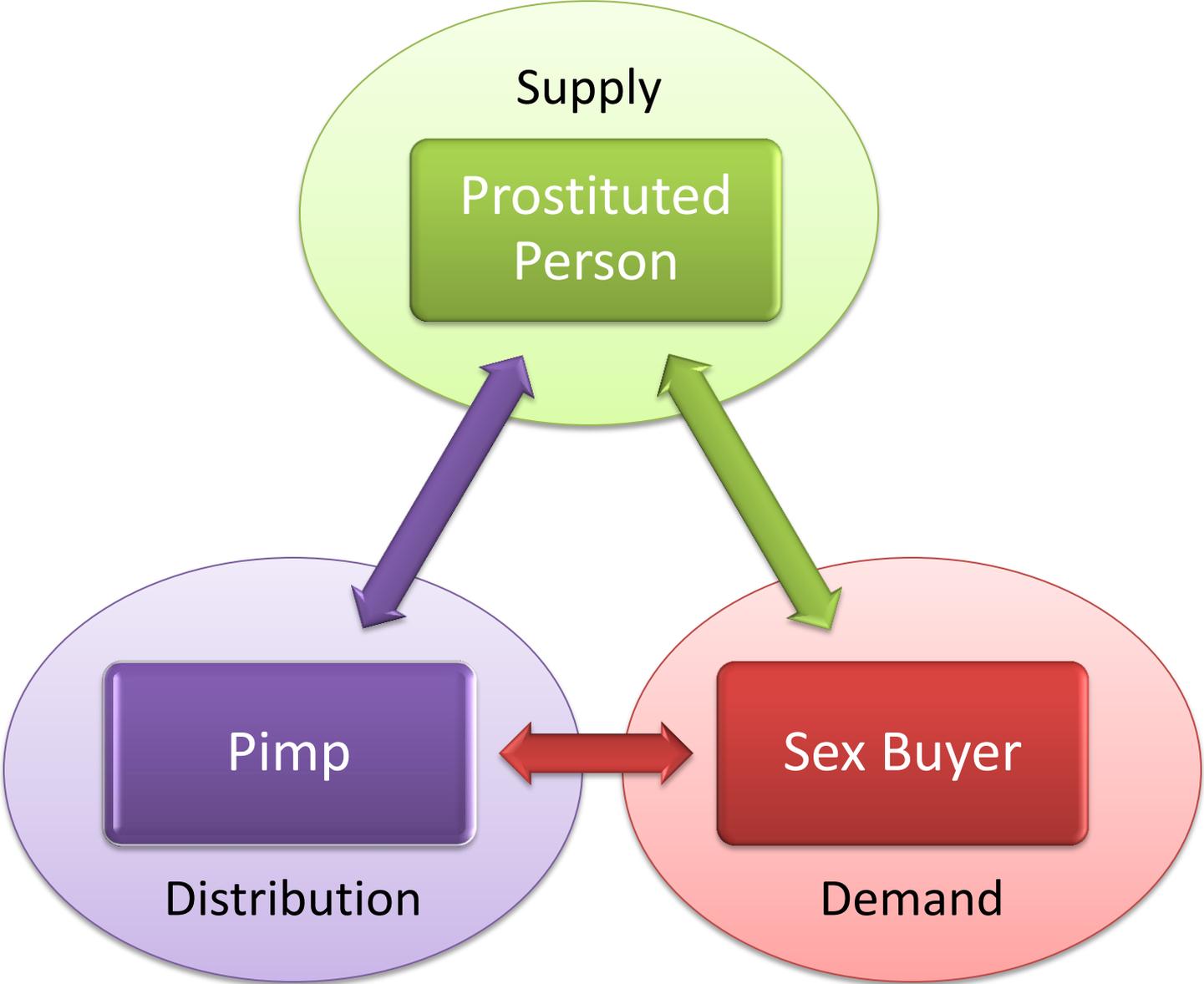
Beyond Arrest And Prosecution: Strategies For Addressing Demand



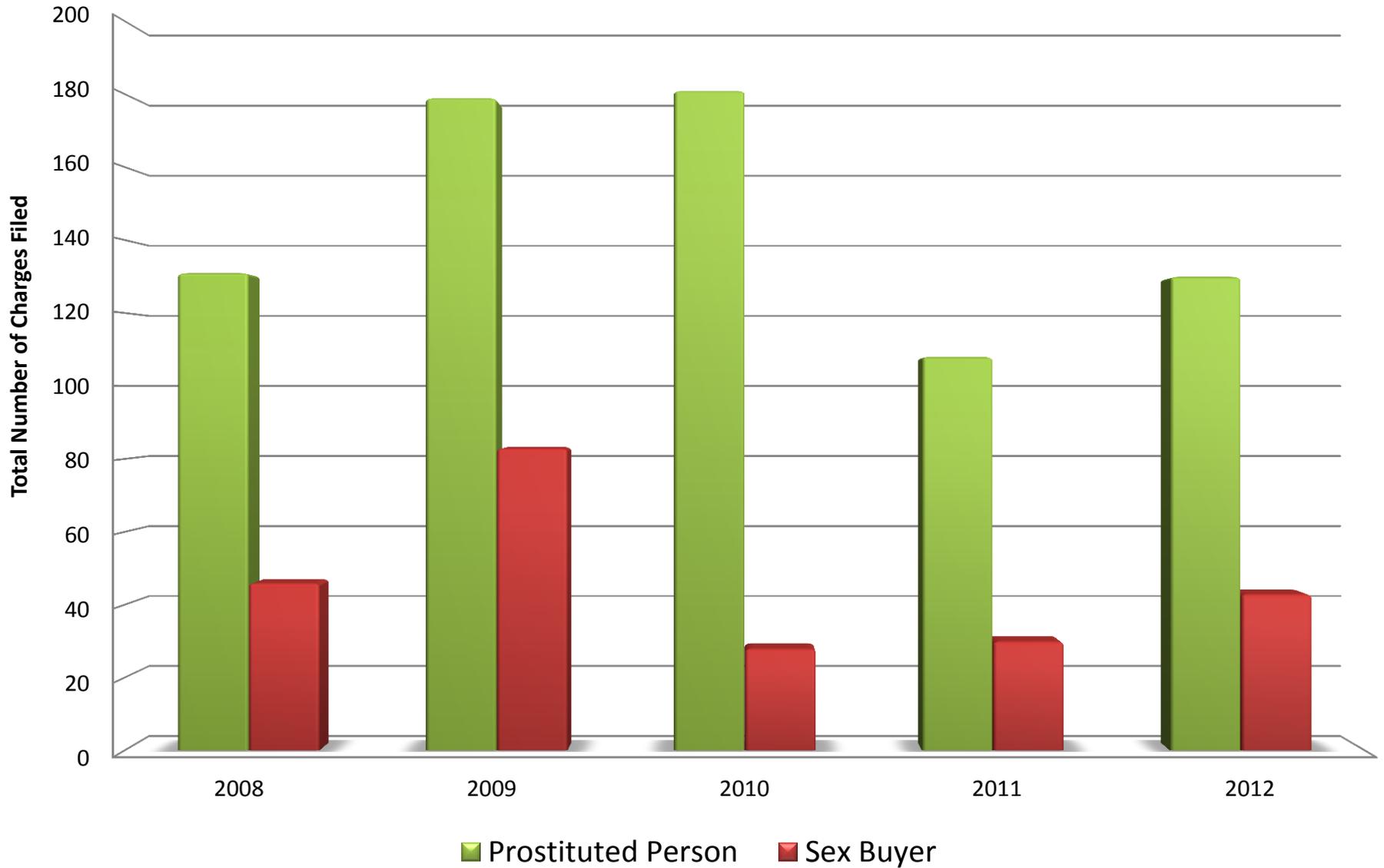
King County

Valiant Richey, Senior Deputy Prosecuting Attorney

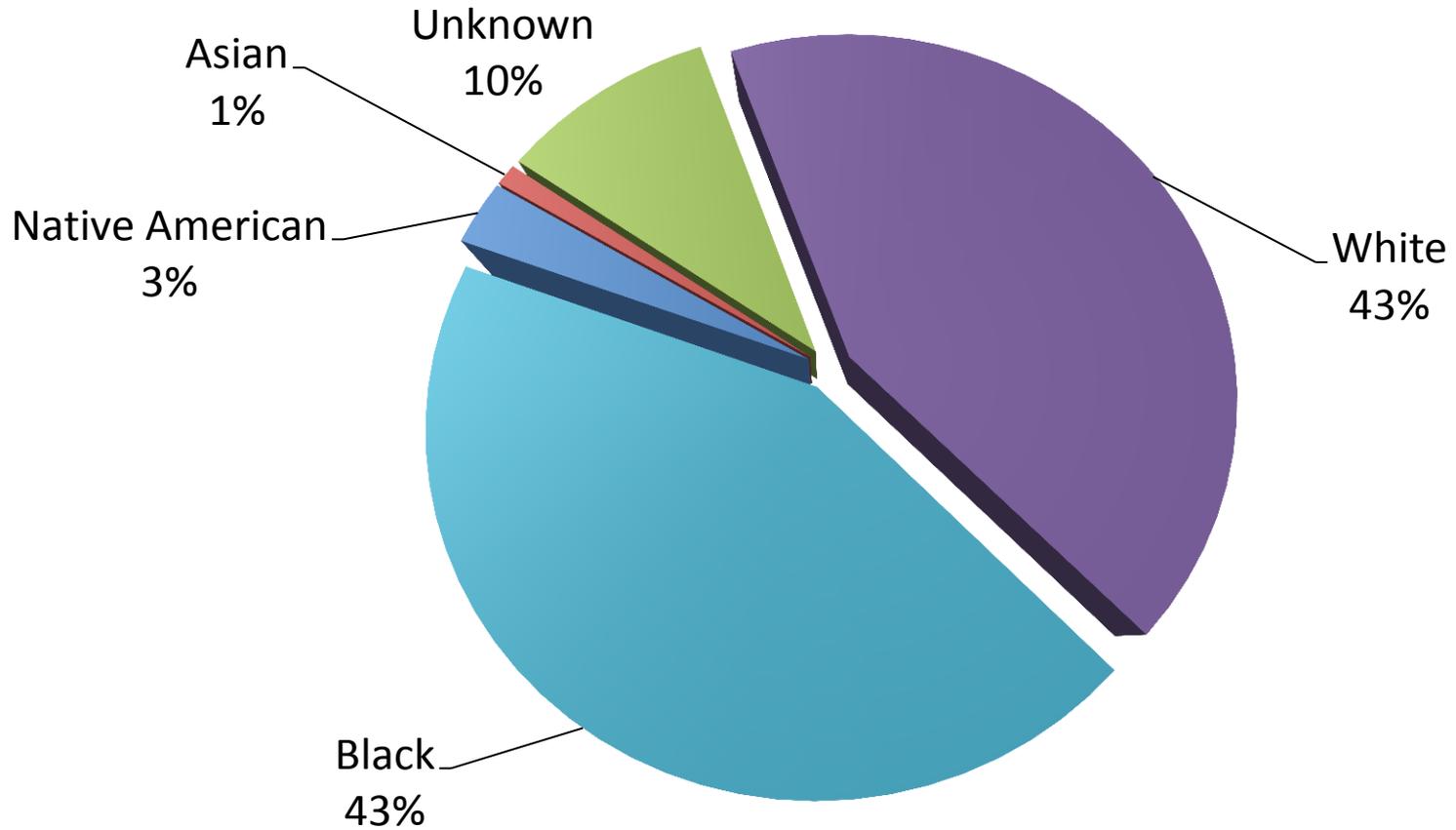
Commercial Sex Ecosystem



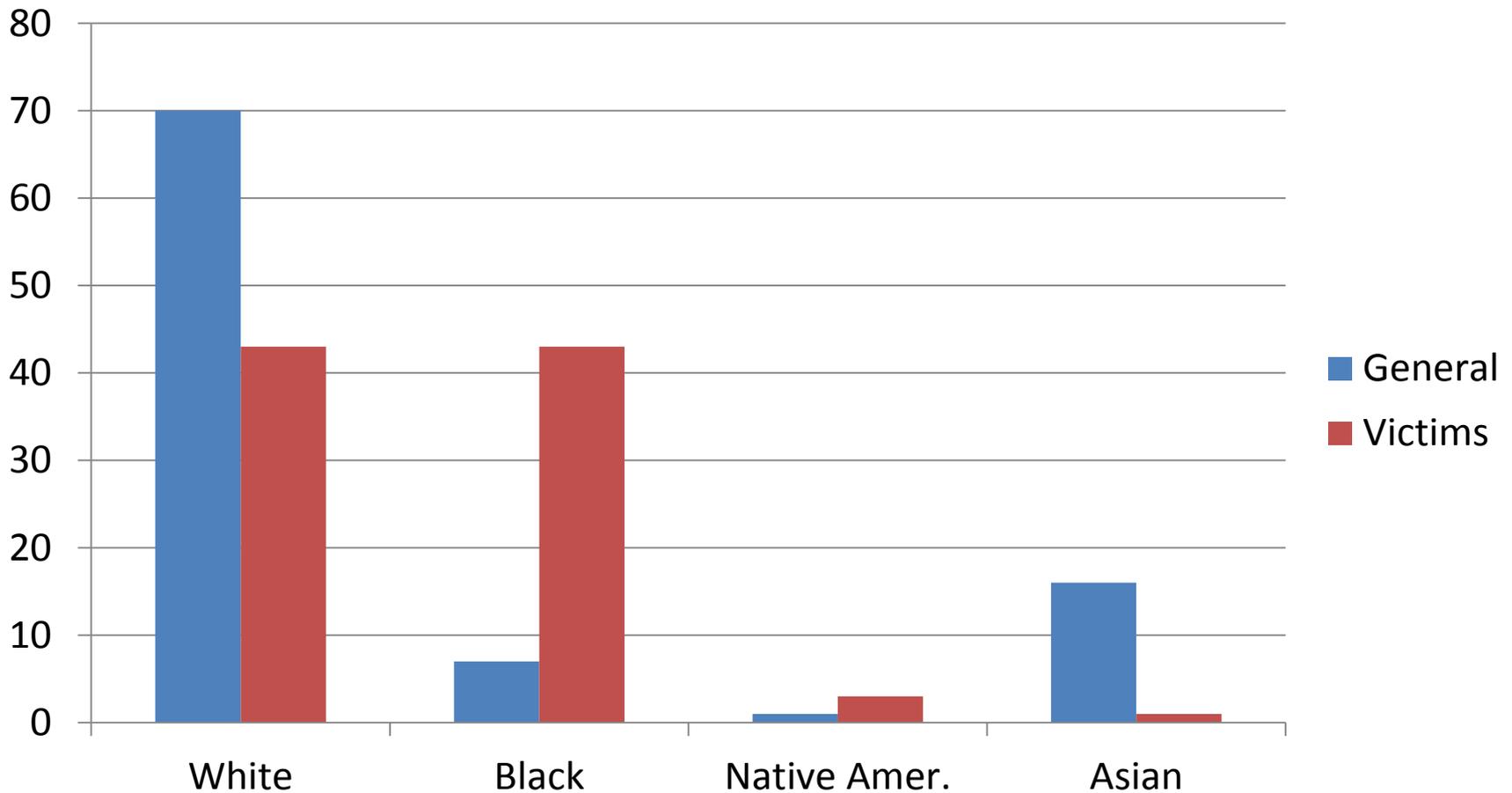
Total King County Prostitution Charges - Adults



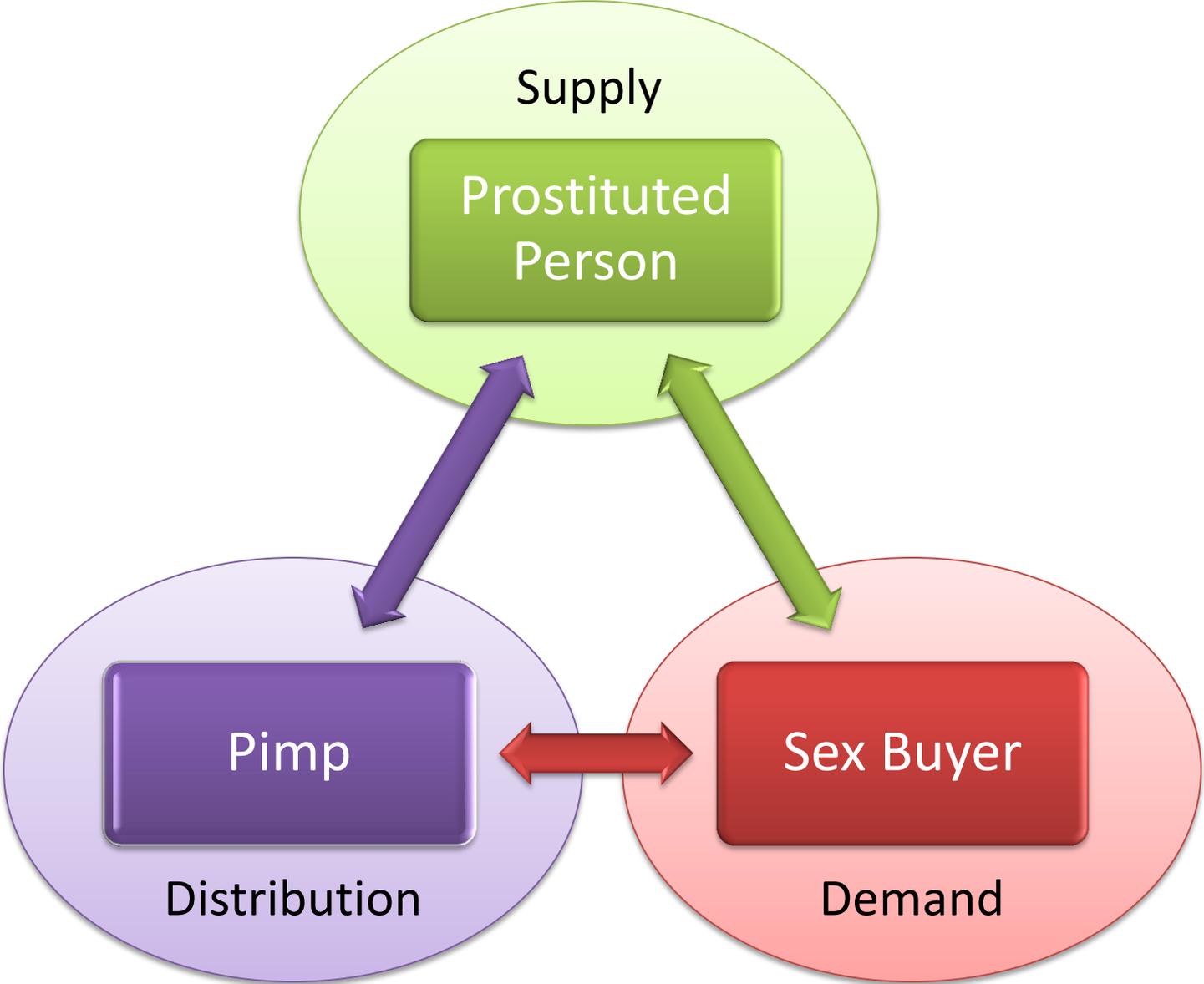
Minor Victims By Race



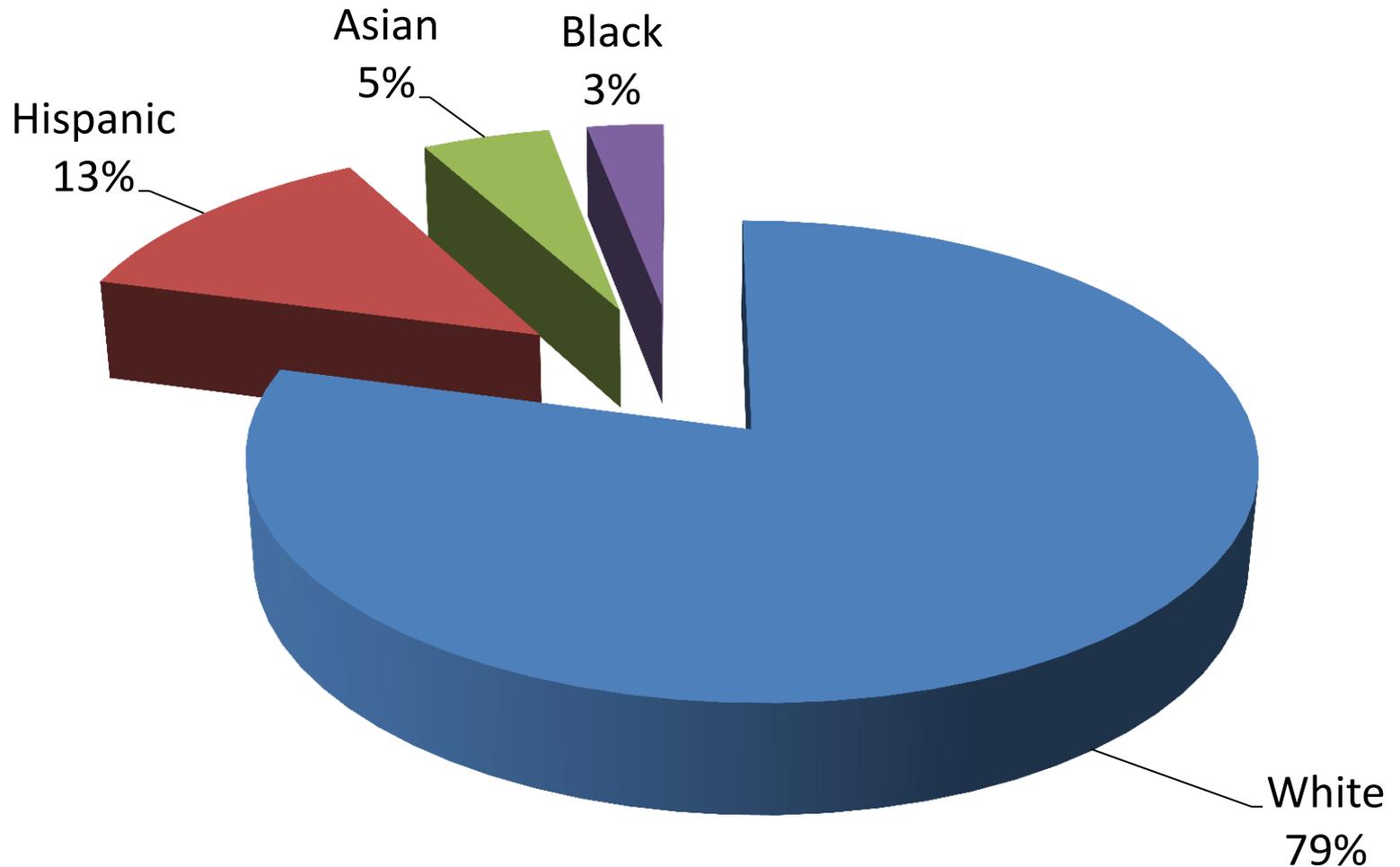
Comparing Demographics Of Minor Victims To General Population



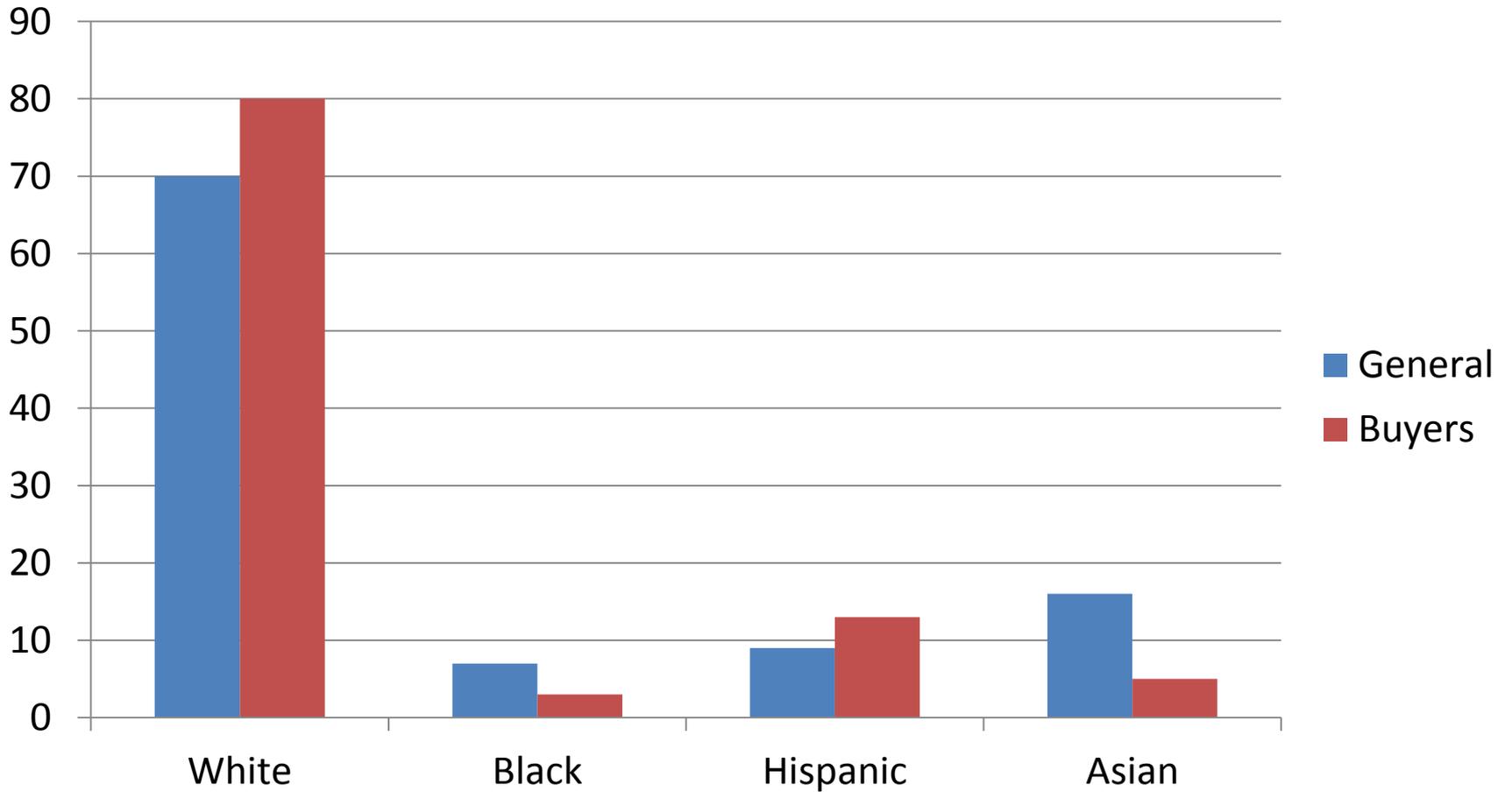
Commercial Sex Ecosystem



Sex Buyers Involving Minors by Race



Comparing Demographics Of Buyers Of Minors To General Population

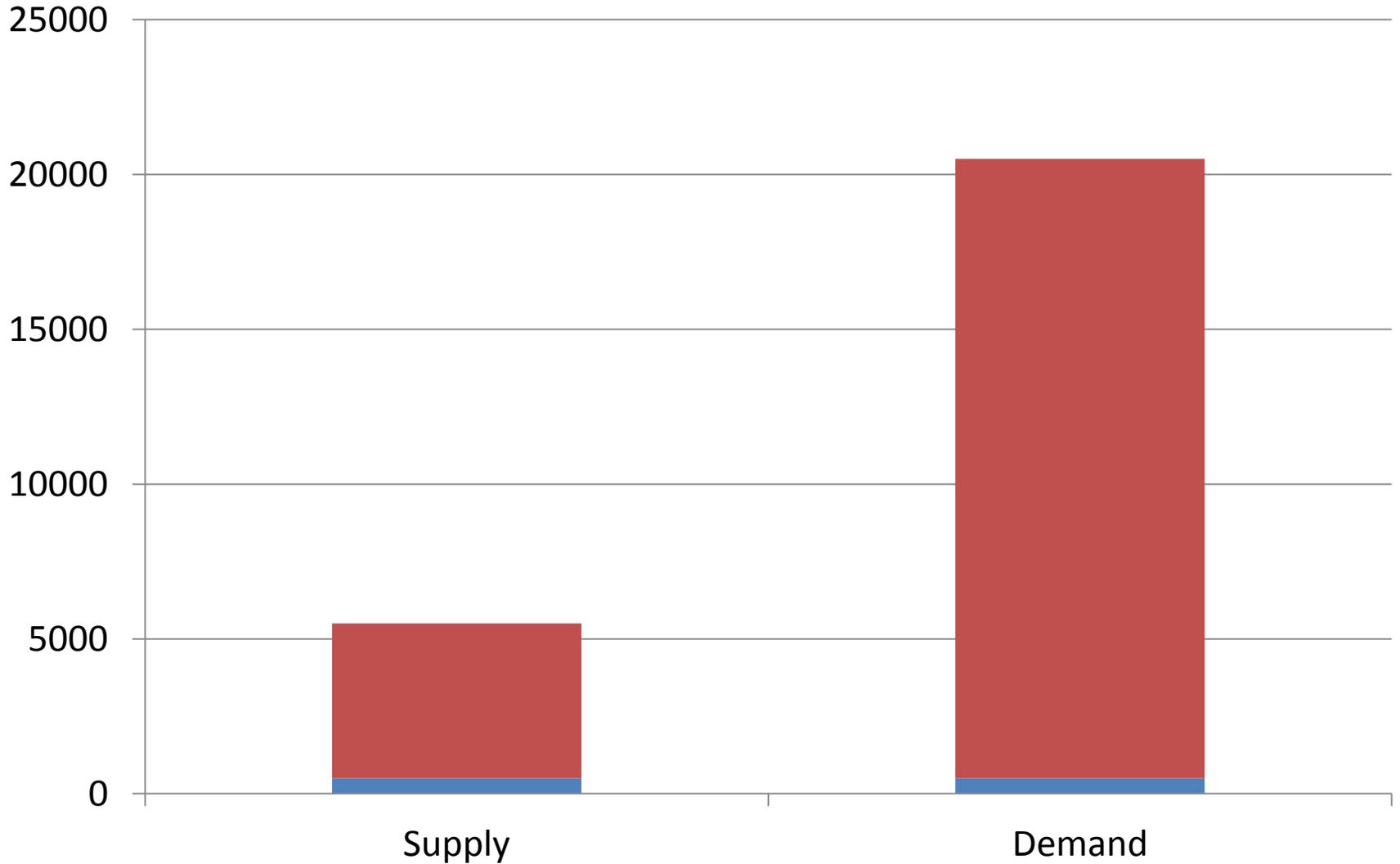


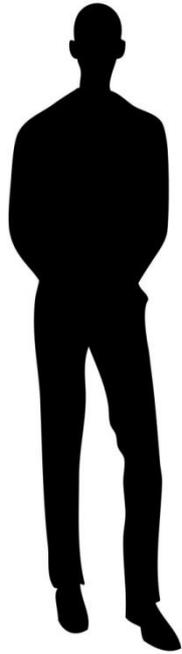
The Demand Today

- Web sites where commercial sex is available
 - 100+ websites
 - 1000's of ads
 - Backpage: 25,000 ads per month for Jul, Aug, Sep
- In 2014 ASU concluded there were 6800 buyers soliciting sex on one site in 24 hours
- One local review site had 15,000-20,000 members
- Detectives will get 200-250 responses to prostitution ads in 2 hours

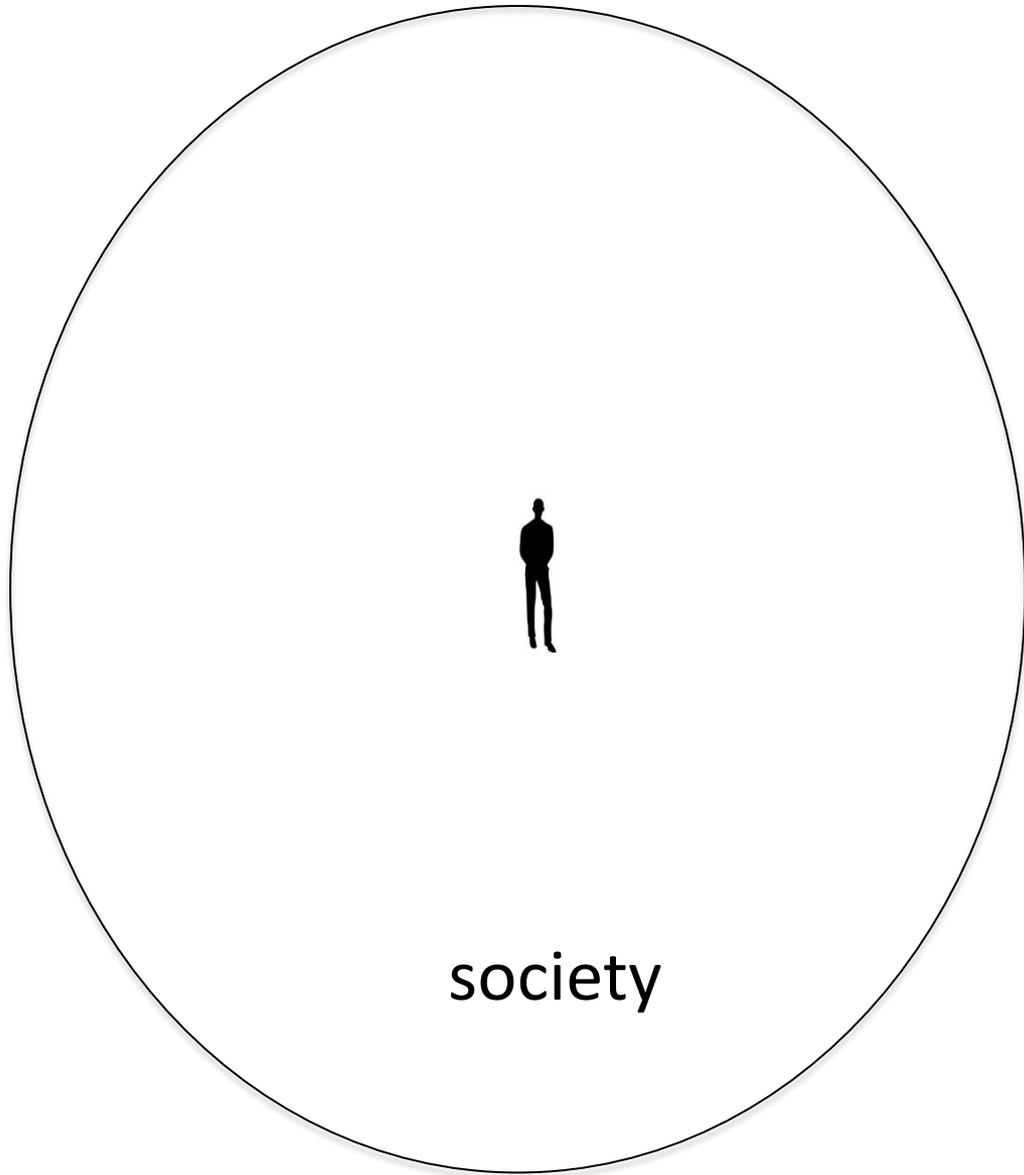


How demand drives the market





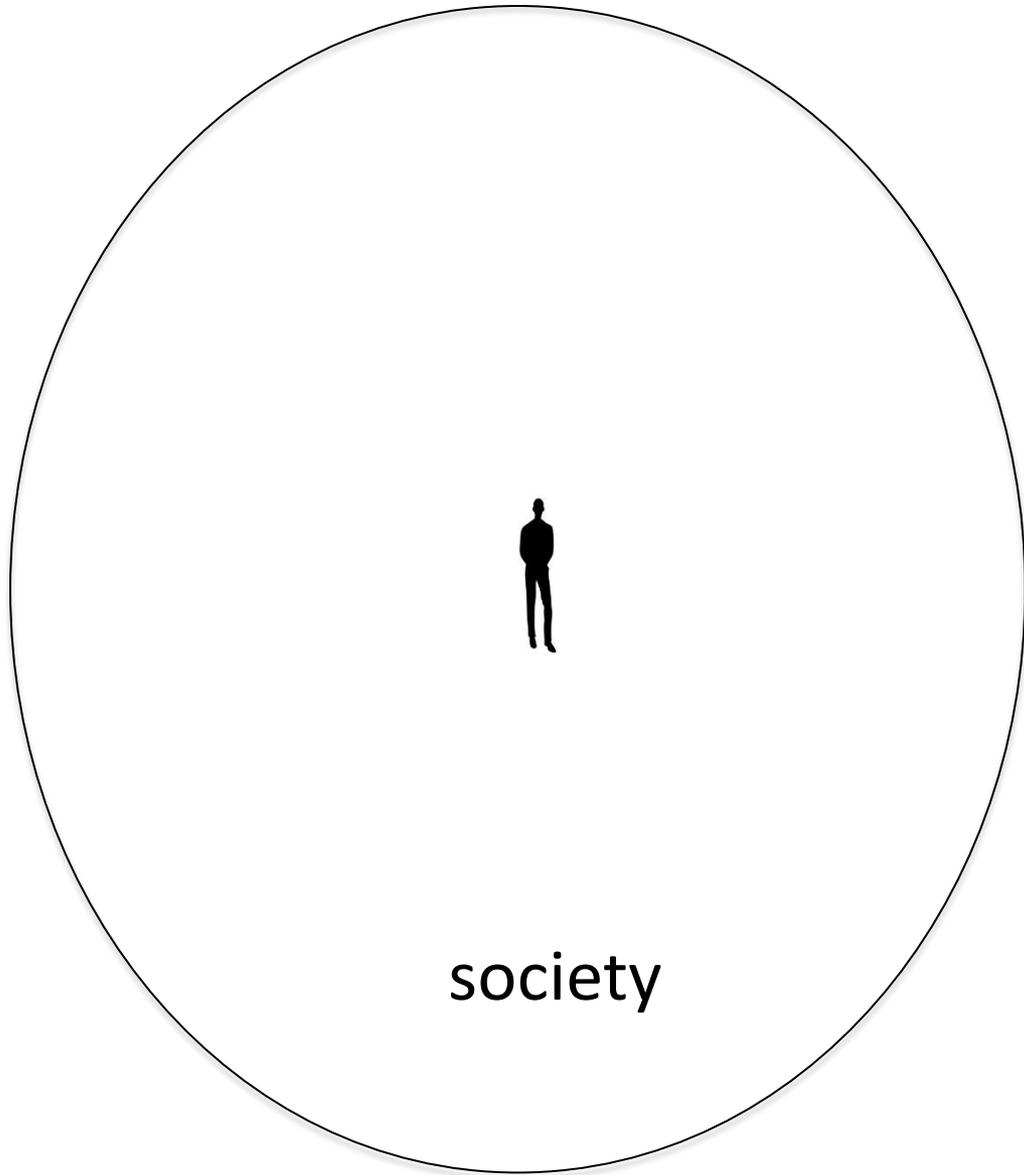
Commercial
Sex Buying is
an individual
behavioral
problem



Commercial
Sex Buying
is also a
social
problem.

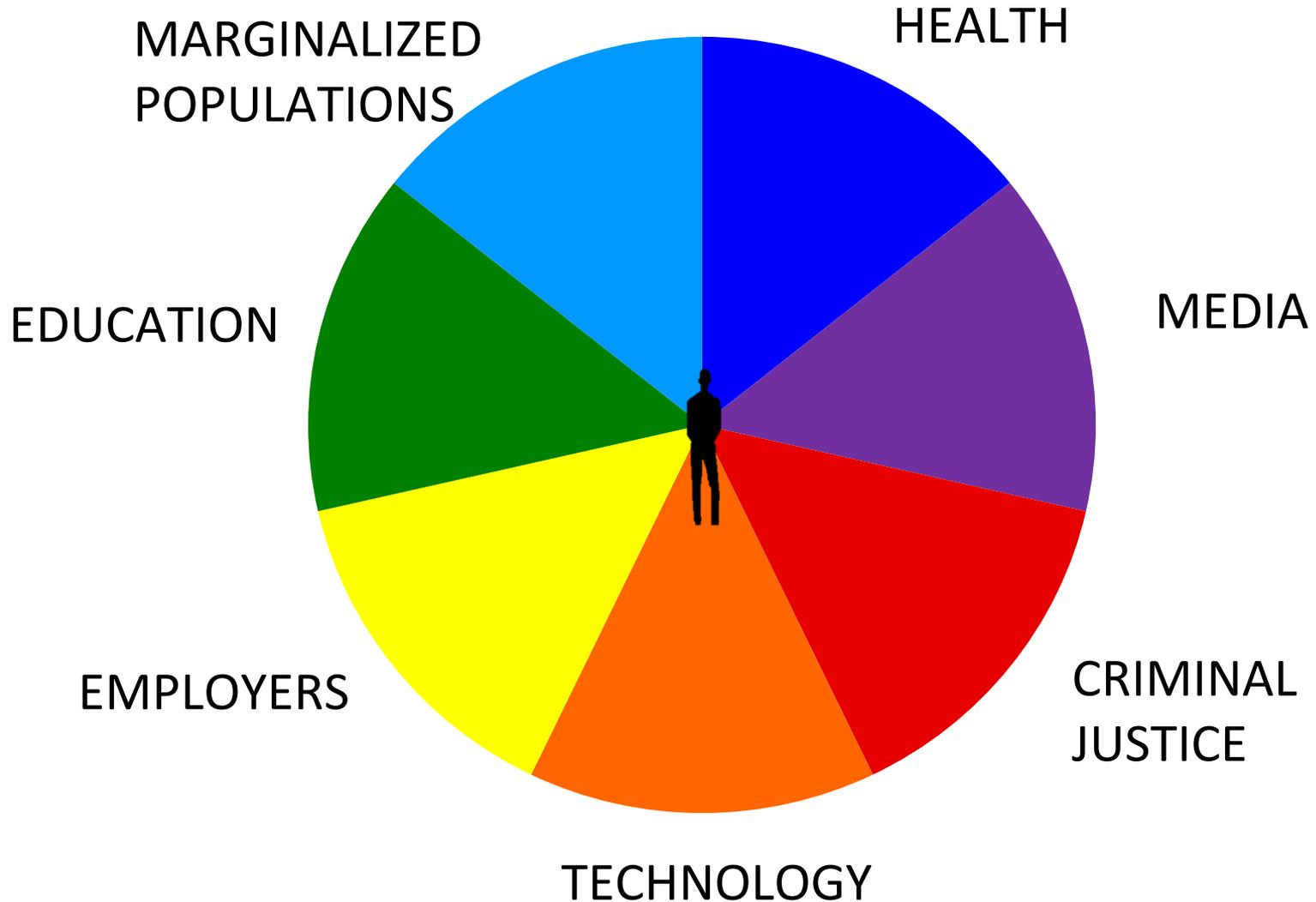
BUYER BEWARE



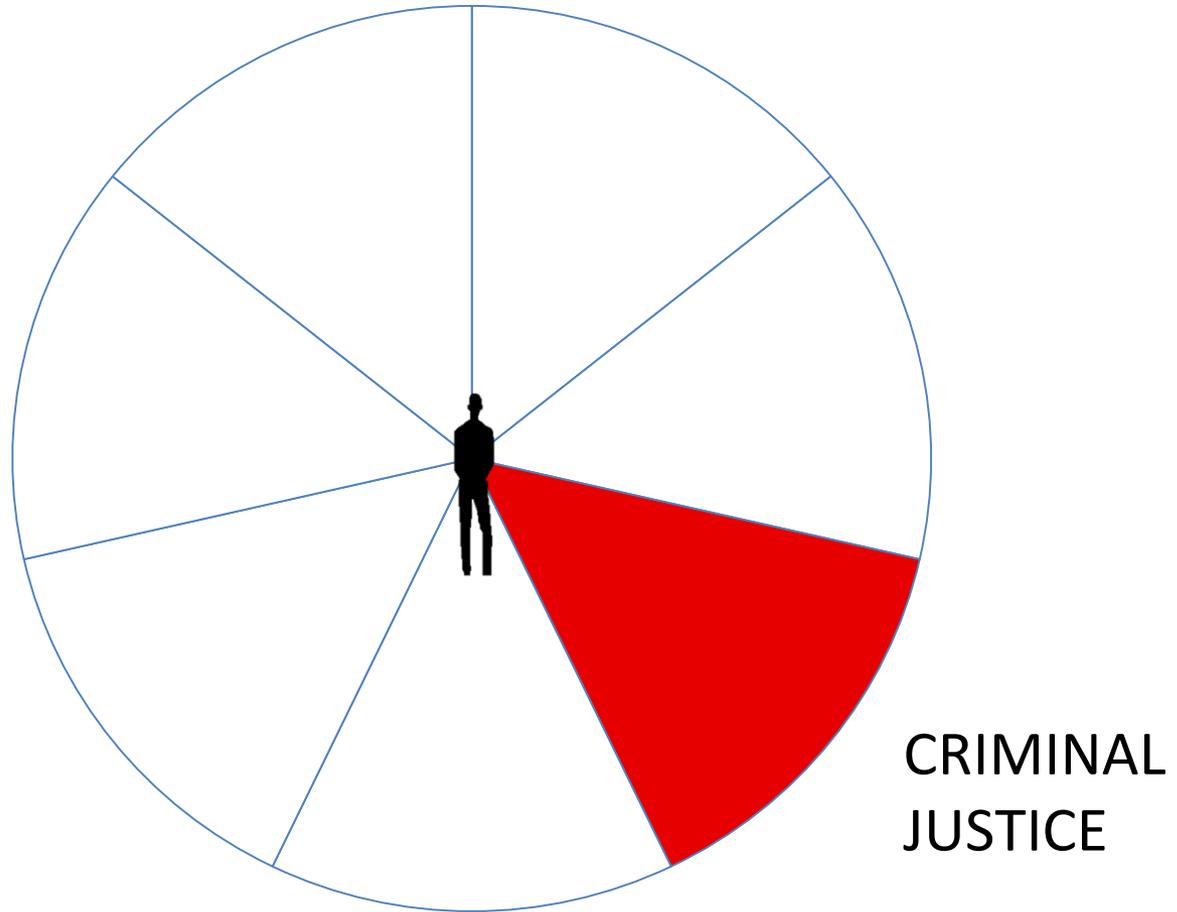


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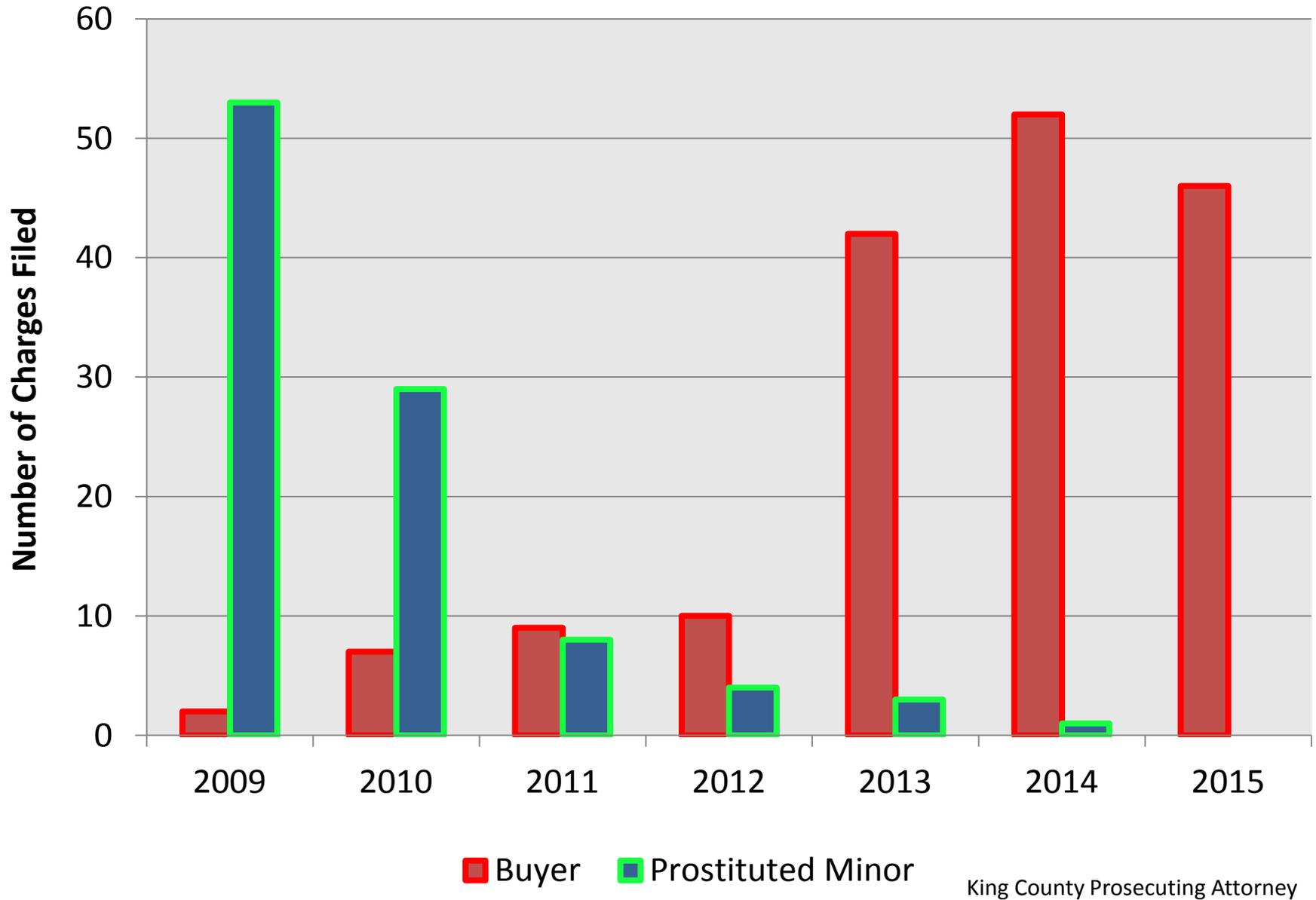
Targeted sectors of society



Targeted sectors of society

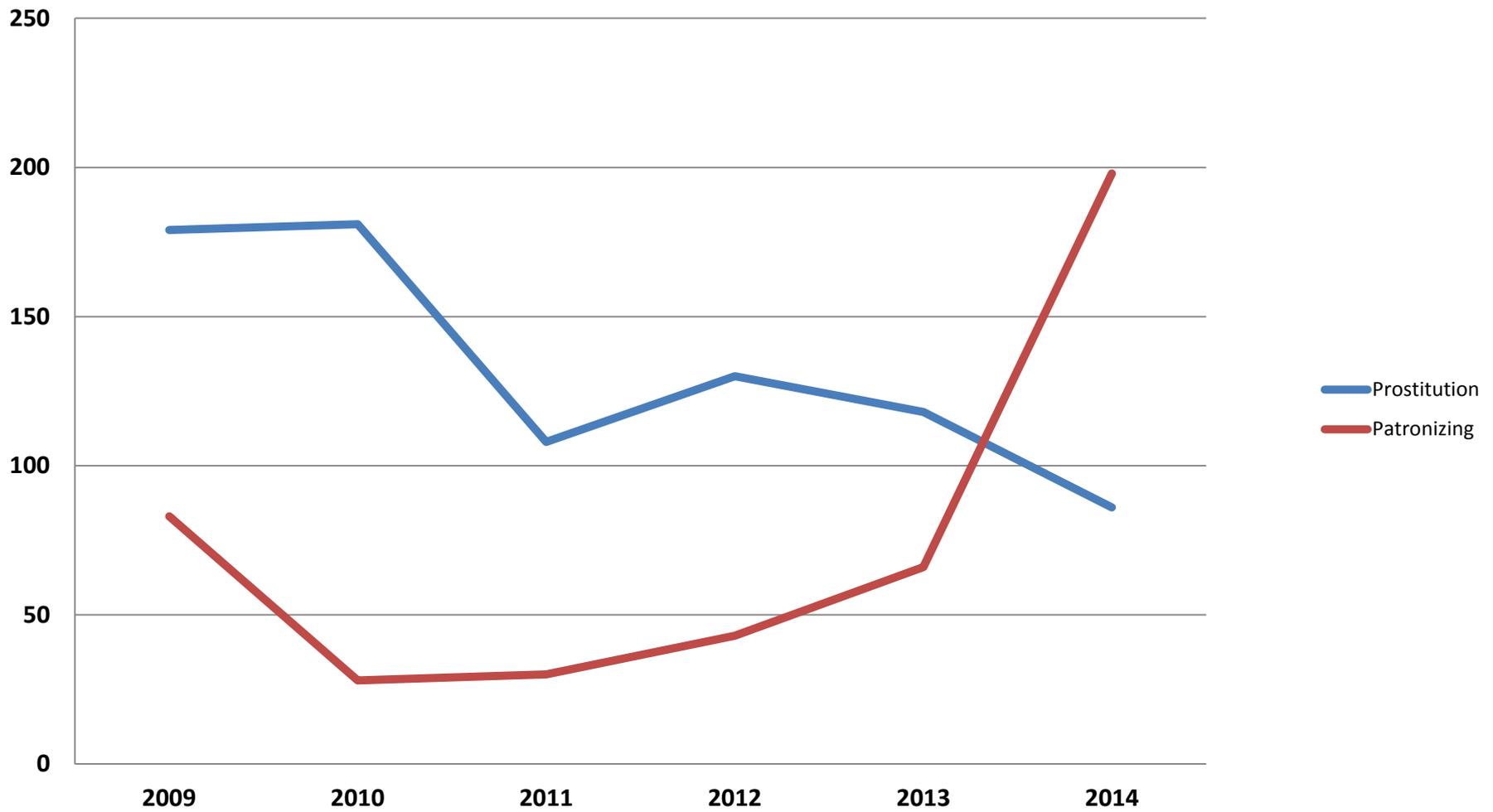


Minors Charged With Prostitution vs. Men Trying Buy Sex From Minors



Prostitution Charges vs. Patronizing Charges

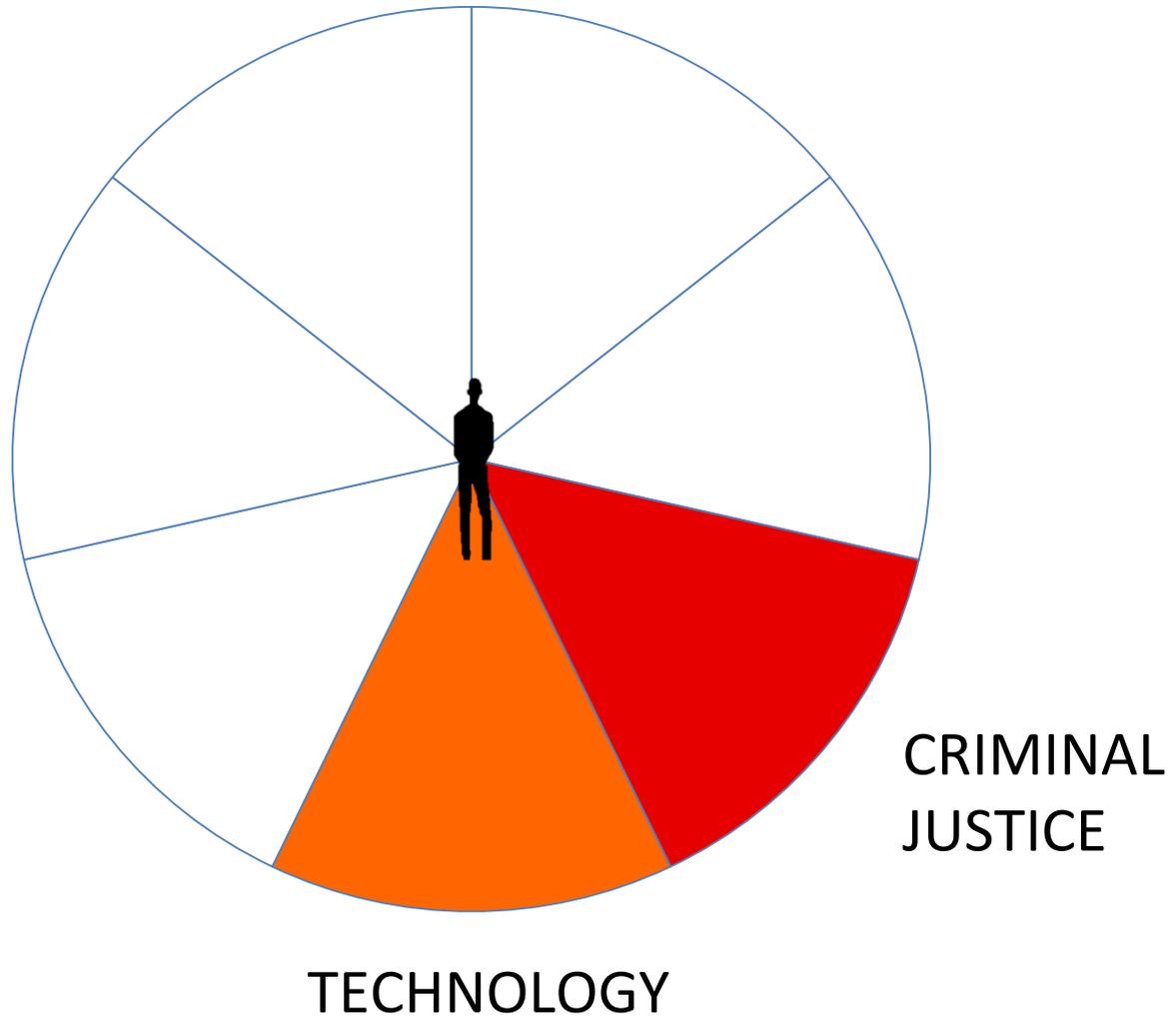
(King County: major municipalities and unincorporated area)



Buyer Intervention Program

- “Stopping Sexual Exploitation”
 - 10 week program
 - Court referred
 - Condition of sentencing for sex buying conviction
 - Self-referred
- Initial data/evaluation is positive

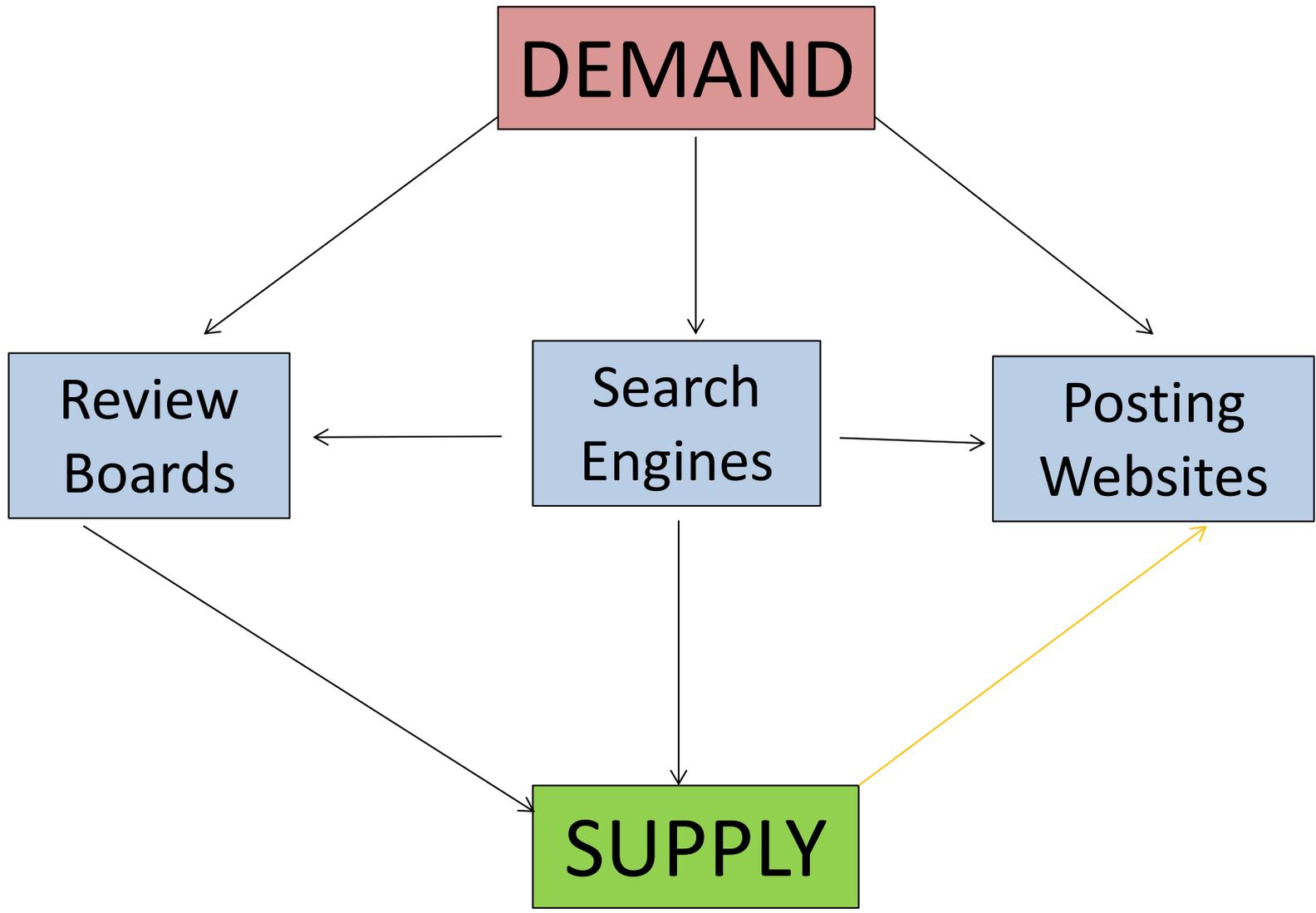
Targeted sectors of society



Technology



King County





college whores tonight



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5 RESULTS Any time Safe Search Moderate Near Redmond, WA · Change

Ad related to college whores tonight

[Want to buy sex?](#)

www.buyer-beware.net

Beatings, rapes, & murder are part of **prostitution**. Don't buy into that

[Urban Dictionary: college whore](#)

www.urbandictionary.com/define.php?term=college+whore

College whore Hey its friday. Wanna hang out tonight? Sorry I cant, I gotta go to Boy Scouts. WTF???!?!?

[College Whores Ivana Sugar and Sophie Lynx - ...](#)

www.private.com/scene/college-whores-ivana-sugar-and-sophie-lynx/16172

Ivana Sugar and **Sophie Lynx** are two terrific college whores from Europe who had a hard time finding a guy for some sex tonight, so they took matters into their own ...

[This is how college whores party - fucktapes.xxx](#)

fucktapes.xxx/this-is-how-college-whores-party-42253.html

This is how college whores party look this is my pussy mary shows us how she does when she s by herself that s what college girls do when they drink incredible ...

[Whore Dating, Date a Whore tonight! | ThisNext](#)

www.thisnext.com/item/EA1C4D60/Whore-Dating-Date-a-Whore

College; Travel; Pets; Eco; Kids. Toys; Gear; Baby; Toddler; Boys; Girls; Men. Accessories; ... **Whore Dating, Date a Whore tonight!** Hi all! I just wanted to let ...



college whores tonight

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55,800,000 RESULTS Any time ▾ Safe Search Moderate

Ad related to college whores tonight 

[Want to buy sex?](#) 

www.buyer-beware.net

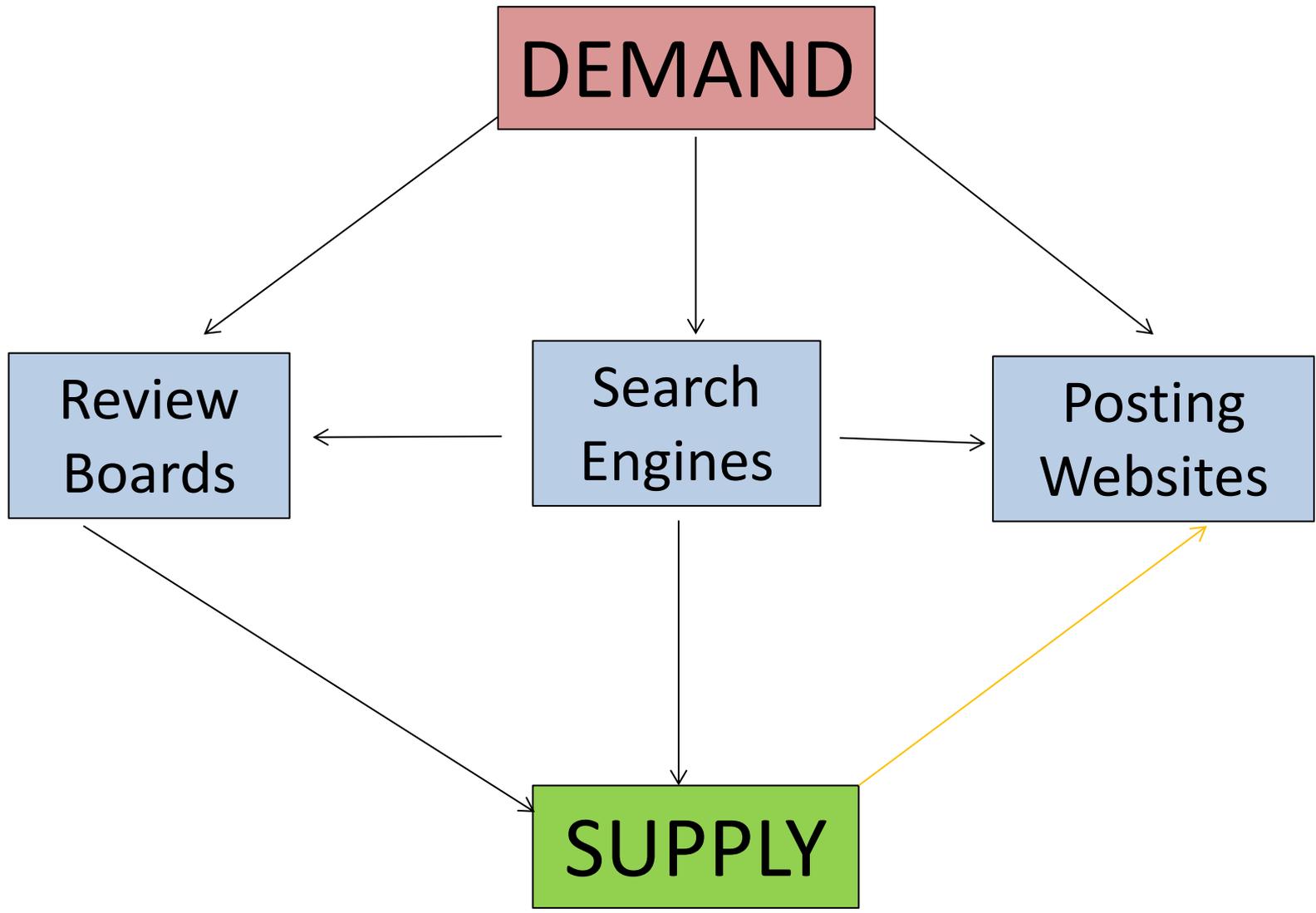
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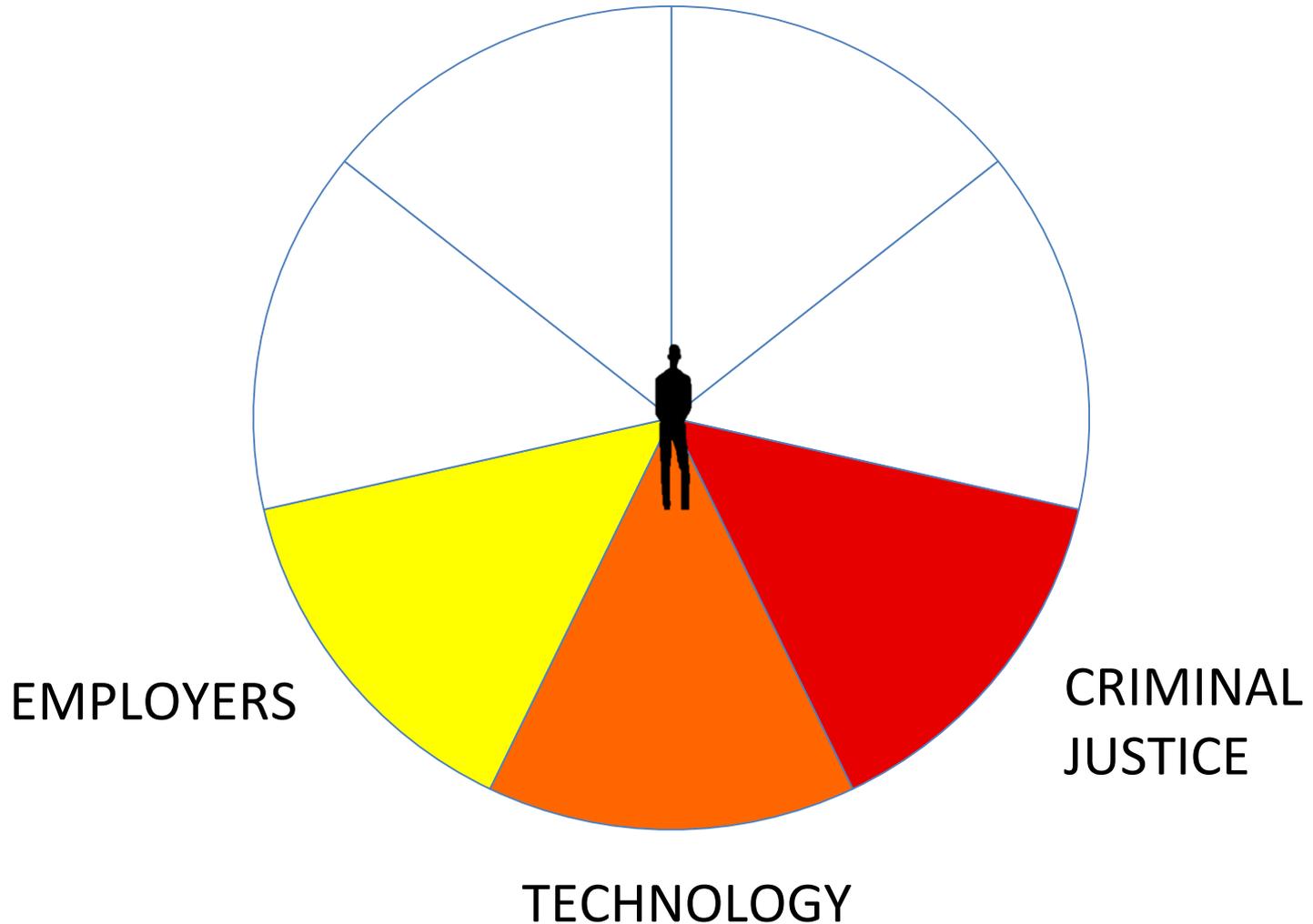
- Online Deterrence
 - Avg 150,000 impressions a month on Google
 - Approx 3% click-through rate to website
 - Most common time for click-through was 2 p.m.
 - 3000-4000 impressions monthly on Bing
- Social Media
 - 100,000 men between 18-24 in King County
 - We reached 52,000 in this campaign



King County



Targeted sectors of society



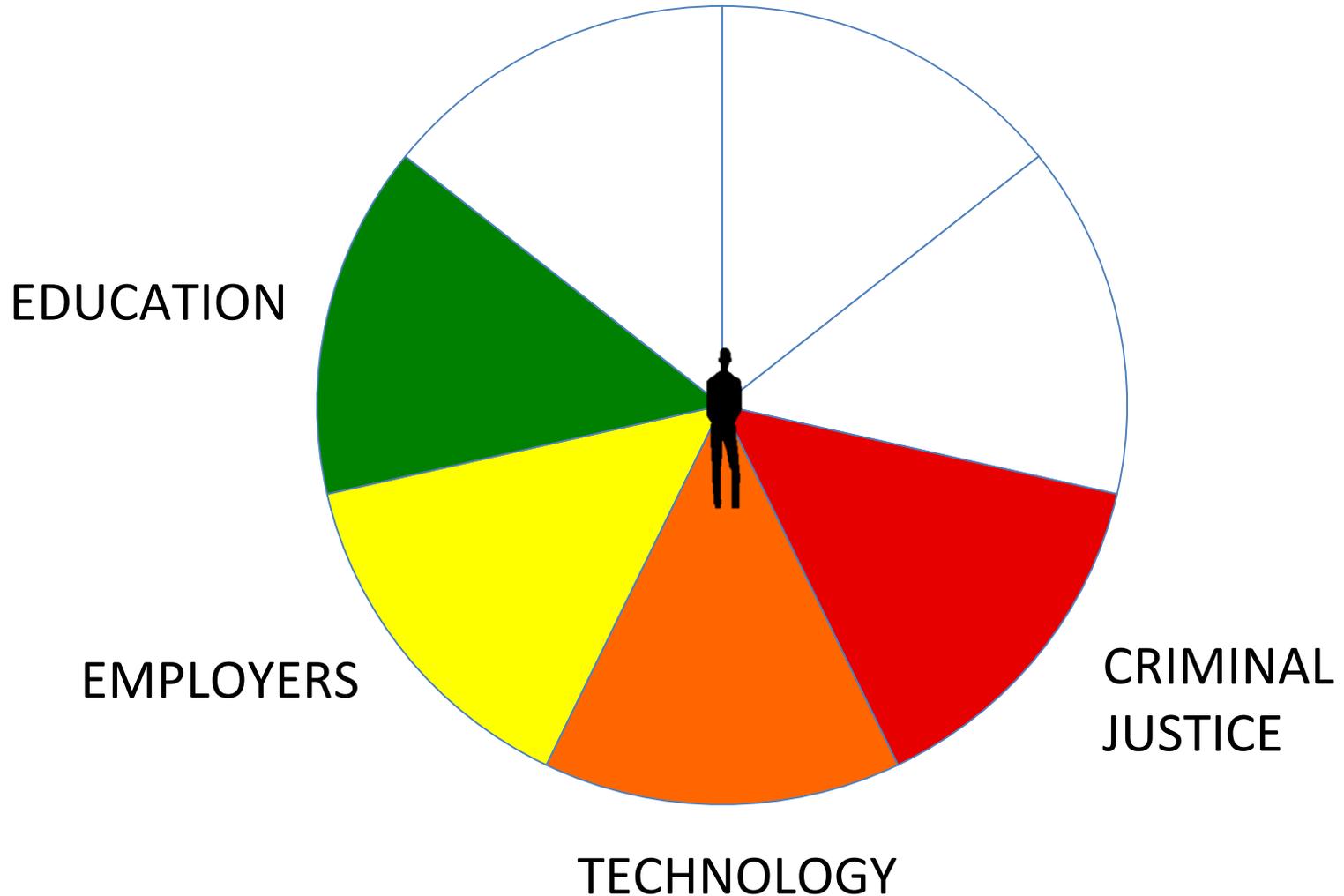
Why Employers?

1. High prevalence of buyers employed by reputable organizations
2. Norm-setting impact of policies
3. Significant leverage point for behavior change
4. Launched with 18 employers covering over 125,000 employees
5. King County was a founding member

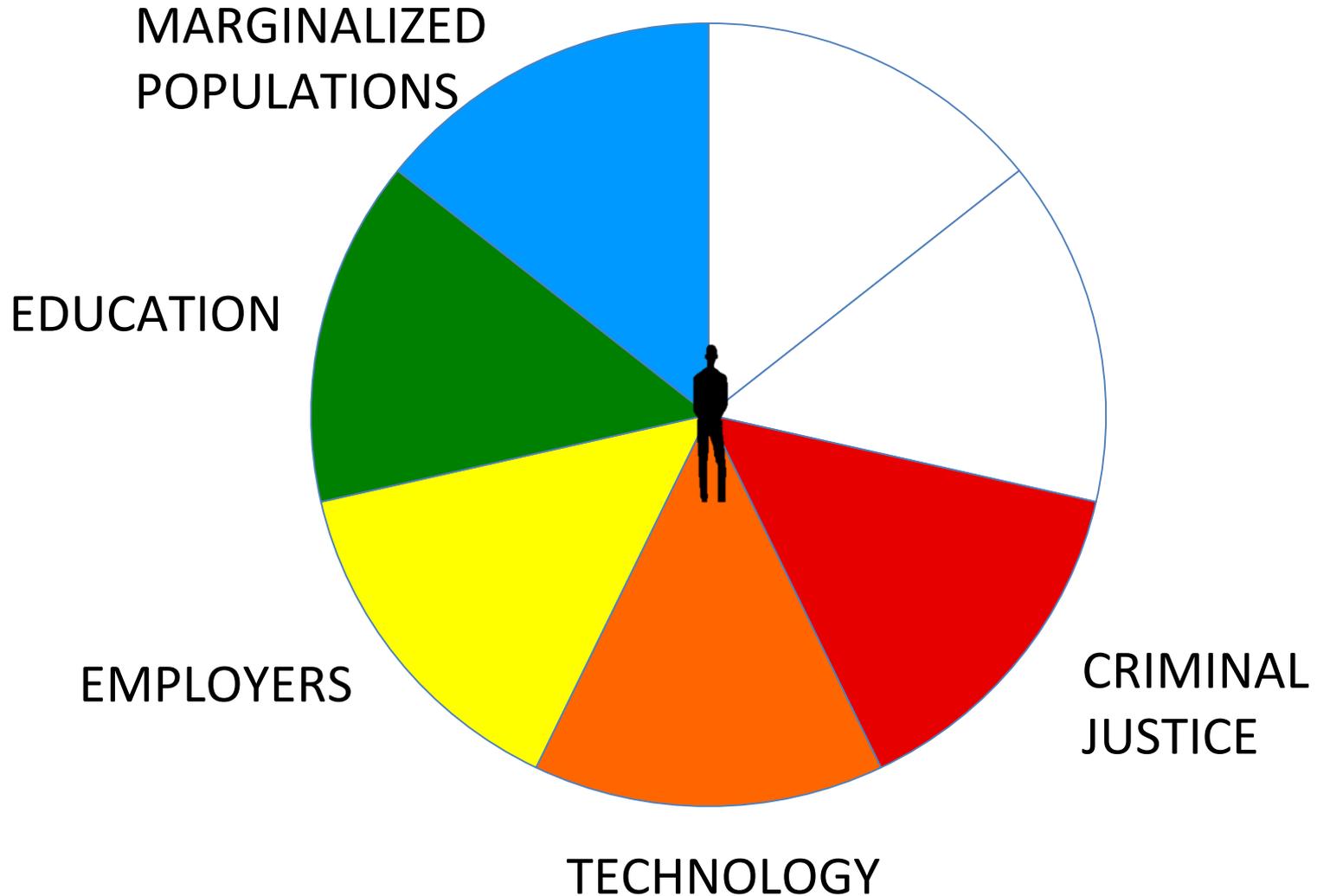


King County

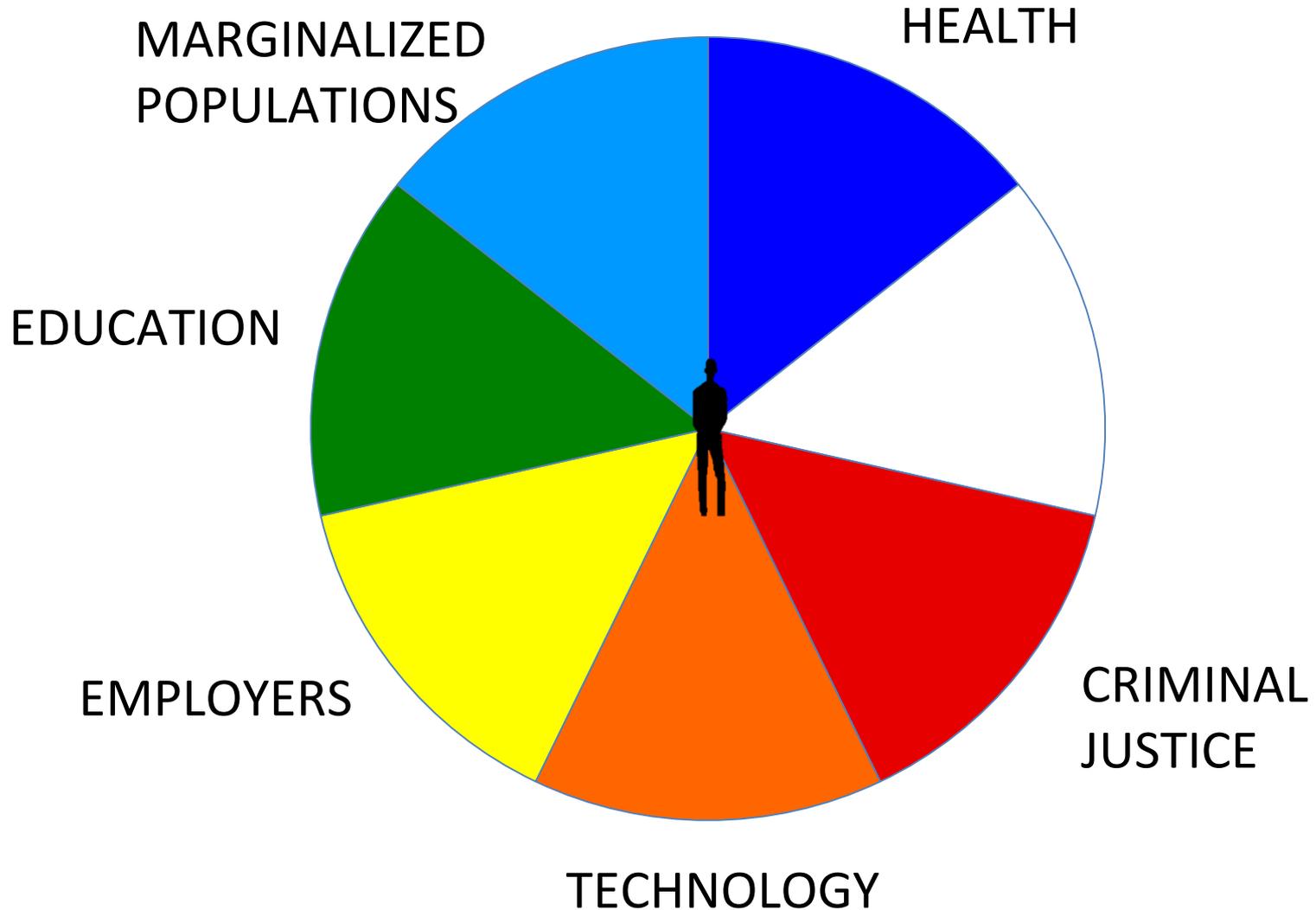
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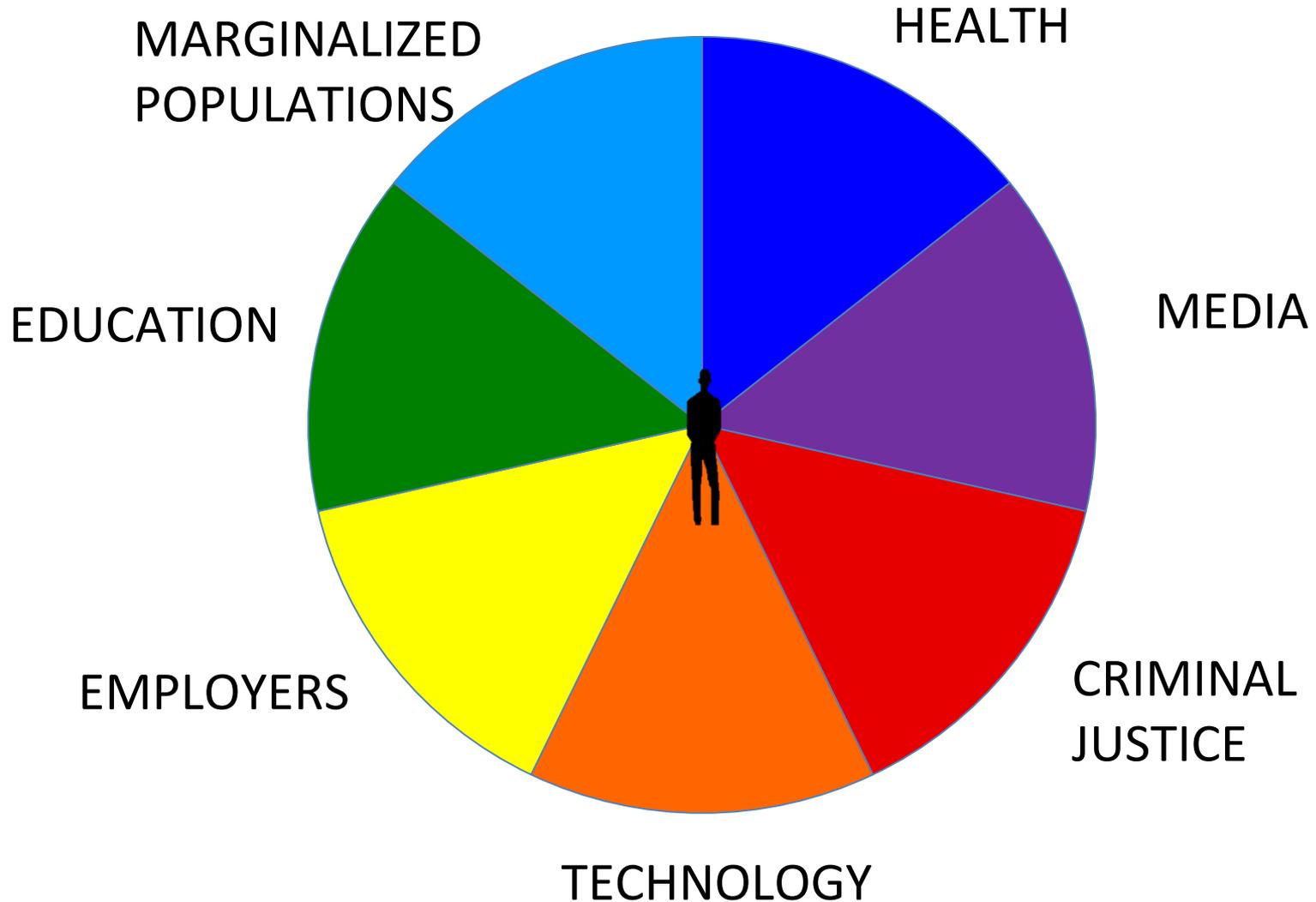


Health Sector

- Give sex buyers access to resources through health system
 - Doctor's offices
 - STD clinics
 - Counseling services



Targeted sectors of society



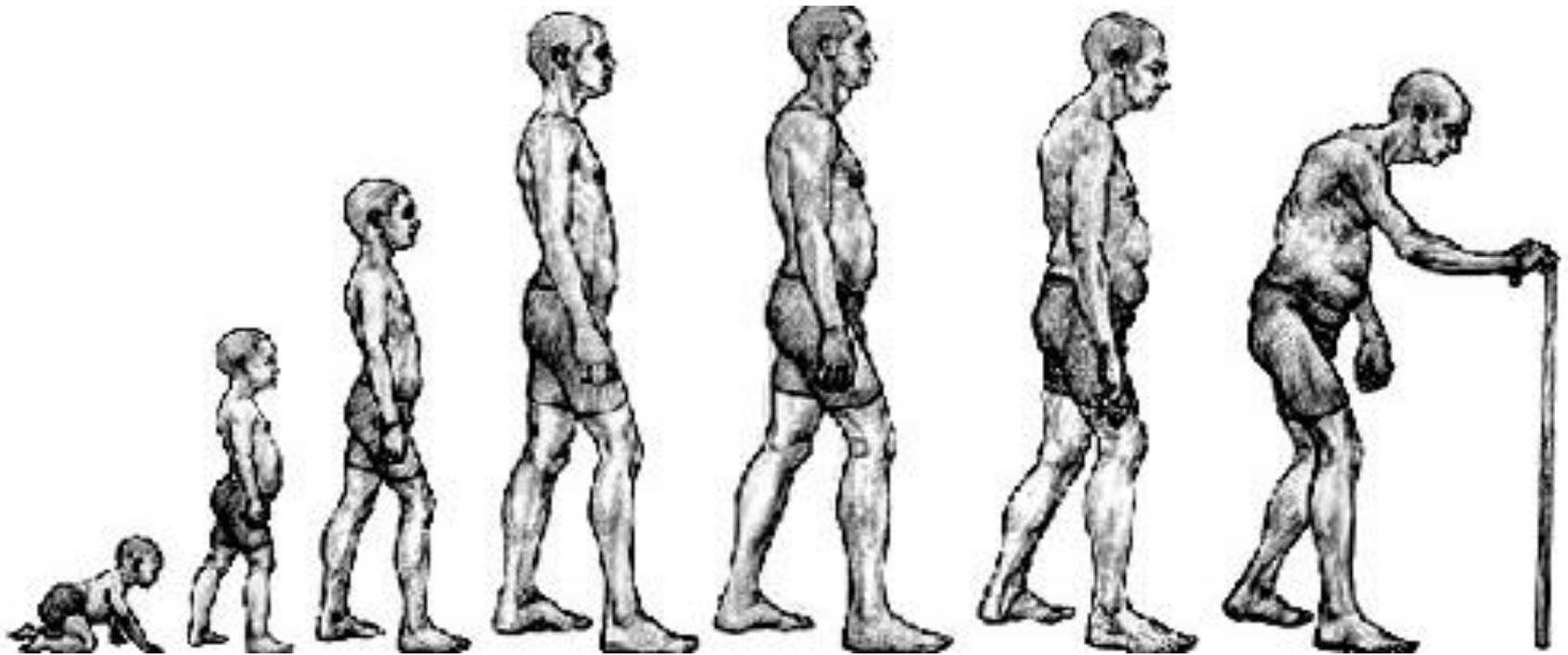
Media

- Build public awareness
- Build constructive attitudes
- Build cultural change



King County

Engagement occurs along a spectrum of prevention and intervention strategies



H.S. – College – Social Media – Employment – Health – Online – Arrest/Prosecution/Education

Thank you.

Questions?