

2024 Program Introduction



WALKING
WISE Walking
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BUILDING
**ANTI-SEX
TRAFFICKING**
Community
CULTURE



Endorsed by the Academy of Forensic Nursing



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Walking Wise[®]

Sex Trafficking Harm Reduction Education

Confronting Sexual Exploitation

KNOWLEDGE is a powerful defense against traffickers of the commercial sex trade.

Our **MISSION** is to help adults hold candid conversations with young people about sex trafficking.

Our **VISION** is to disrupt the evil intentions of sexual predators & sex traffickers.

Our **GOAL** is to empower youth to recognize sexual exploitation and report it.



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Walking Wise® Education

Professional Education & Curriculum for Youth

- **Adult eLearning Course, 12-part Series**
- **Implementation Guide, for Schools & Youth Organizations**
- **Reporting Protocol & Youth Assessment Tools**
- **Explainer-Style Animated Videos, 11-part Series**
- **Education Guide, 11 Lesson Plans & Teaching Tips**
- **Classroom Presentations, Digital Engagement**





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Anti-Sex Trafficking Topics

12-Part eLearning Series

- Trustworthy vs. Unsafe Adult
- Myths of Child Trafficking
- Grooming Process
- Sextortion Scheme
- Pornography Link
- Male Victims
- Runaways as Targets
- Rural Risks
- Traffickers
- Recruiters
- Familial Traffickers
- Sex Buyers

[Sample Animated Video: Trustworthy vs. Unsafe Adult](#)



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Who entraps youth into the sex trade?

A recruitment and entrapment review outlines four primary entries into sex trafficking:¹

- 1) Boyfriends or Romancers**
- 2) Friends or Peers**
- 3) Family Members**
- 4) Online Predators**

1. Kyla Baird and Jennifer Connolly, Trauma, Violence, & Abuse 2021 24:1, p. 193.



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Where does child trafficking occur?

**Domestic minors are the primary targets in the U.S.
Trafficking is a growing threat in all 50 States.**

- **Urban (more often involves friends)¹**
- **Suburban (open to all forms of trafficking)**
- **Rural (more often involves family members)¹**
- **Online Sites (girls/social & boys/gaming platforms)²**

1. Kyla Baird and Jennifer Connolly, *Trauma, Violence, & Abuse* 2021 24:1, p. 189-202

2. Radesky, J., Weeks, H.M., Schaller, A., Robb, M., Mann, S., and Lenhart, A., 2023. *Constant Companion: A Week in the Life of a Young Person's Smartphone Use*. San Francisco, CA: Common Sense.



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What increases vulnerability?

Groomers patiently invest time getting to know youth to identify vulnerabilities and fulfill needs.

- **Unmet Needs: financial, love, belonging, food & shelter**
- **Unstable Homelife: foster care, abuse, neglect**
- **Unhoused: runaways, living in homeless shelters**
- **Substance Use: drugs & alcohol**
- **Sexual Orientation: LGBTQ+**
- **Disability: intellectual, mental, physical**



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At what age are youth targeted?

Boys are far less likely to disclose sexual exploitation compared to girls.

- Pornography – 9 to 11 yrs.⁵
- Sextortion – 8 to 17 yrs.²
- Grooming – 12 to 14 yrs.^{1,3}
- Online Recruitment – 14 to 15 yrs.¹
- Trafficking – 12 to 15 yrs.⁴
- Familial Trafficking – youngest victims⁶

1. Kyla Baird and Jennifer Connolly, Trauma, Violence, & Abuse 2021 24:1, p. 189-202 Torn Sextortion Report, 2021;

2. MissingKids.org: <https://www.missingkids.org/content/dam/missingkids/pdfs/ncmec-analysis/sextortionfactsheet.pdf>

3. Jordan, J., Patel, B., & Rapp, L. (2013). Domestic minor sex trafficking: A social work perspective on misidentification, victims, buyers, traffickers, treatment, and reform of current practice. *Journal of Human Human Behavior in the Social Environment*, 23, p. 256-369.

4. Allan, C., Winters, G. M., & Jeglic, E. L. (2023). Current Trends in Sex Trafficking Research. *Current Psychiatry Reports*, 25(5), p. 175-182.

5. Dina Alexander, How to Talk to Your Kids About Pornography, Second Edition, 2019, p. 15.

6. Reid J. A. (2016). Entrapment and enmeshment schemes used by sex traffickers. *Sexual Abuse*, 28(6), p. 491–511.



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What increases a youth's risk?

The brain's prefrontal cortex does not fully develop until age 22-25, reducing rational decision making.

- **88% to 95% of teens own smartphones.¹**
- **34% of teens believe sharing nudes with peers is normal.²**
- **49% of teens experience cyberbullying.³**
- **36+ million reports of online child sexual exploitation.⁴**
- **15,000% increase in CSAM (child porn) over last 15 years.⁴**
- **16,000 reports of sextortion reported in 2021.⁵**

1. Radesky, J., Weeks, H.M., Schaller, A., Robb, M., Mann, S., and Lenhart, A. (2023). Constant Companion: A Week in the Life of a Young Person's Smartphone Use. San Francisco, CA: Common Sense, p. 1.

2. Thorn, Benenson Strategy Group (2021), Self-Generated Child Sexual Abuse Material: Youth Attitudes and Experiences in 2020, p. 15.

3. Vogels, E., Pew Research Center (2022), Teens and Cyberbullying 2022

4. National Center for Missing & Exploited Children (2023), 2023 CyberTipline Report

5. FBI, Bureau's Internet Crime Complaint Center (2021), FBI Warns about an Increase in Sextortion Complaints, Alert #I-090221-PSA



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Who financially fuels the sex trade?

A study of 8,200 men reveals 20.6% of men have paid for sex at some point during their lifetime.

- Pornography is a grooming tool for school-age males that often escalates to strip clubs & then prostitution.
- 56.9% of sex buyers paid for sex by age 21.
- 11.8% of the young buyers paid for sex by age 18.
- End sex trafficking by eliminating demand.
- Researchers call for school-based education.



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Source Links

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Demand Abolition, (2018), [Who Buys Sex? Understanding and Disrupting Illicit Market Demand](#), p. 41.
<https://www.demandabolition.org/wp-content/uploads/2019/07/Demand-Buyer-Report-July-2019.pdf>

[Dina Alexander](#), [How to Talk to Your Kids About Pornography](#), Second Edition, 2019, p. 15.

FBI, Bureau's Internet Crime Complaint Center (2021), [FBI Warns about an Increase in Sextortion Complaints, Alert #I-090221-PSA](#)

Fast Company, GivingCompass.org (2022), [Social Media is Accelerating the Spread of Child Sexual Abuse Material](#)

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Kyla Baird and Jennifer Connolly (2023), [Trauma, Violence, Abuse 2021](#), 24:1, p. 193.

MissingKids.org:

<https://www.missingkids.org/content/dam/missingkids/pdfs/ncmec-analysis/sextortionfactsheet.pdf>

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Reid J. A. (2016). [Entrapment and enmeshment schemes used by sex traffickers](#). *Sexual Abuse*, 28(6), pp. 491–511.

Wilkinson, Jr. Kevin L. (2023) [The Breeding of Wolves: Understanding the Escalation Continuum & Escalation Dynamics of Contemporary Sex Trafficking](#), p. 32.

Thorn, Benenson Strategy Group (2021), [Self-Generated Child Sexual Abuse Material: Youth Attitudes and Experiences in 2020](#), p. 15.

Vogels, E., Pew Research Center (2022), [Teens and Cyberbullying 2022](#)