



Beyond the Pledge: 15 Ways to Take Action

1. Help us share the message.

Share the Don't Buy It Project PSAs and other resources throughout your networks. There are [several versions of the Don't Buy It Project PSAs](#) to engage a variety of different audiences.

2. Promote the Don't Buy It Project on social media.

Download the [social media activist pack](#) and share Don't Buy It Project materials through Twitter (www.twitter.com/MAP_MN), Facebook (www.facebook.com/MenAsPeacemakers), Instagram (www.instagram.com/map_mn), and other social media channels.

3. Educate yourself and your community.

Invite the Don't Buy It Project to speak at your community event, training or organization.

4. Call out sexualized advertising.

Write to the news organization or organize a campaign to ensure your local newspapers and publications do not accept advertising from sexually exploitative businesses (strip clubs, porn shops, personal ads used to prostitute people).

5. Build community.

When you are invited to community events outside of your normal circles, show up and engage in the conversation.

6. Support organizations serving survivors and working to end demand.

Look for organizations that are focused on early intervention and survivor leadership.

7. Listen to the experts

Seek out opportunities to listen to survivors and the people who work directly with survivors of commercial sexual exploitation and support the leadership of those most impacted by commercial sexual exploitation.

8. Don't stand by when sexual violence and/or exploitation is turned into a joke.

As long as we continue to normalize or even glorify sexual violence in our culture through words and actions, we'll contribute to the idea that "that's just the way things are".

9. Don't support companies that use sexualized and objectifying advertising.

One of the main contributors in our culture toward the demand for sex trafficking is the subtle but pervasive objectification of women's bodies that turns them into objects for consumption, not human lives to be valued.

10. Speak out against pornography.

Pornography continues to play a large role in making sexual violence “normal” in our culture and driving the demand for commercial sexual exploitation. Common themes in pornographic films include violence toward women (88% of the top-selling porn videos analyzed by researchers depict acts of aggression and violence, and it’s common to have women appear/act like an adolescent or “barely legal”); 20% of internet porn contains child sexual abuse.

11. Support local lawmakers who are fighting for better anti-trafficking measures in your city, state, and the country as a whole.

Take the time to be educated on what your city or state is doing about trafficking. Know which lawmakers are endorsing and promoting legislation that has the best interests of exploited women, children, and people at heart, stay up to date on the progress of that legislation, and use your voice to support the bills and initiatives by calling your representatives and letting them know what’s important to you as a citizen.

12. Don’t consume media that exploits or objectifies people.

A TV show that glorifies or jokes about rape shouldn’t be getting high ratings—that’s just going to feed a demand for more media content that profits off of the exploitation of people. What does it say about the climate of our culture when so many of the songs on the top 100 charts contain lyrics that demean and objectify women? Take some time to reflect on the T.V. shows and movies that you watch and the music that you listen to, and consider what they teach about exploitation. What do you want to support with your clicks, listens, and viewing time?

13. Find out how you can use your profession to take action.

Are you a teacher? You can ensure that the kids you work with understand the basics of sexual exploitation and provide them with resources to report situations of sexual exploitation affecting their peers. Healthcare professional? Educate yourself about the warning signs of sexual assault and human trafficking and stay alert for potential victims. Marketer? Volunteer to help anti-trafficking initiatives raise awareness or launch campaigns.

14. Confront everyday examples of gender-based inequality.

When people, regardless of gender expression, aren’t viewed as equal, no matter the specific situation, it creates a culture in which it becomes more acceptable to exploit them. Equality in every area—from equal pay for equal work to access to education—should be an important focus in the journey toward creating a better world for women, children and people everywhere.

15. Educate Yourself.

Learn about commercial sexual exploitation so that you can inform others around you. Read a good book, watch a documentary, read a study or look up relevant facts and statistics. Educate yourself about the myths and misconceptions that surround commercial sexual exploitation, sex trafficking, methods of recruitment, etc. and make sure that you have correct information to fuel your activism!