



## Beyond the Pledge: 15 Ways to Take Action

### 1. Help us share the message.

Share the Don't Buy It Project PSA's and other resources throughout your networks. There are [several versions of the Don't Buy It Project PSA's](#) 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, Facebook, Instagram, and other social media channels.

### 3. Do not stay at hotels that offer pay per view pornography.

Find information and resources, as well as a list of "clean hotels" that don't offer pay per view porn through Men As Peacemakers' [Clean Hotel Initiative](#).

### 4. Fight back against 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 victims 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 victims of commercial sexual exploitation and support the leadership of those most impacted by commercial sexual exploitation.

### 8. Don't stand by when sexual violence 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 and “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 legislature that has the best interest of exploited women and girls 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 women.**

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 women. 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 women and girls. 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-violence toward women initiatives raise awareness or launch campaigns.

**14. Confront everyday examples of gender-based inequality.**

When women aren’t viewed as equal, no matter the specific situation, it creates a culture it becomes more acceptable to exploit women. 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 girls and women 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, as well: prostitution vs. sex trafficking, methods of recruitment, etc. and make sure that you have correct information to fuel your activism!