



## ABOUT THE DON'T BUY IT PROJECT:

The Don't Buy It Project is a public awareness campaign developed by Men As Peacemakers. The Don't Buy It Project includes a comprehensive toolkit of educational resources to help individuals, groups and communities to build understanding of the damage caused by commercial sexual exploitation and begin to shift attitudes and norms to decrease demand for commercial sex.

**PEOPLE ARE NOT PRODUCTS. MEN ARE MORE THAN CONSUMERS.**



## THE MODEL:

The Don't Buy It Project (DBIP) uses a primary prevention approach to educating and mobilizing boys and men (and the broader community) to decrease the commercial sexual exploitation of women, children, and people. The DBIP Model is completely replicable and includes a variety of resources:

- An Outreach Campaign consisting of television and radio PSAs, Metro Transit advertising, billboards, posters, social media tools, a DBIP pledge and other shareable resources and tools aimed at engaging, educating and mobilizing men.
- An introductory online training module to educate men and reduce the demand for commercial sexual exploitation.
- A Program Manual/Curriculum & Facilitator Guide for DBIP Men's Groups



Men as Peacemakers believes that violence, including sex trafficking and sexual exploitation, can be prevented, and that change begins with the individual, who can then be engaged to help create change in their relationships, communities, and society.

## **THE DON'T BUY IT PROJECT RESOURCES AND CURRICULUM ARE CENTERED AROUND THE FOLLOWING PRINCIPLES:**

### **START SEEING**

The first thing that you can do to help reduce the demand for commercial sex is begin to realize the many ways in which sexual exploitation has become normalized and glorified throughout our culture. Open your eyes and begin to see the hidden impact Commercial Sexual Exploitation (CSE) has on the community.

### **DON'T BUY IT**

***Don't Buy Sex:*** This is the most basic thing you can commit to. Understand the inherent value in everyone and refuse to purchase sex in any form: pornography, strip clubs, prostituted women, children and people.

***Don't Buy Into the Ideologies That Create Demand For Sexual Exploitation:*** "Don't Buy It" also refers to the idea that in order to effectively combat Commercial Sexual Exploitation (CSE) and violence against women and children, we need to stop buying into false narratives about CSE and the cultural normalization of toxic masculinity.

***Don't Buy Products That Market Women's & Children's Bodies as a Commodity:*** Do not purchase products from companies that utilize sexually exploitative imagery and sexist advertising.

### **BECOME AN EFFECTIVE ALLY**

Use the resources and tools provided by the Don't Buy It Project to spread awareness and take action in your community. Visit [www.dontbuyitproject.org/dbip-overview](http://www.dontbuyitproject.org/dbip-overview) for access to a toolkit of resources for education, personal activism, and community engagement.