



JustAskSM
TO END HUMAN TRAFFICKING

UNDERSTANDING HUMAN TRAFFICKING: The Problem in the United States (and the Netherlands)

The Just Ask Prevention Project is a registered 501 (c)(3) not-for-profit educational organization located in McLean, Virginia.



Focused, driven, and compassionate in all we do



MISSION

The Just Ask Prevention Project seeks to inoculate communities against the threat of human trafficking, a public health crisis.

VISION

We envision a world where children are free to achieve their full potential without the threat of being trafficked or exploited.

VALUES

The Just Ask Prevention Project is focused on ensuring the progress of human rights and the protection of global citizens regardless of race, ethnicity, religion, age, gender, or socio-economic status.



HISTORY



Just Ask was founded in 2013 in conjunction with a federally funded regional task force

Initial focus was to provide awareness education to the community

Adopted a multi-vector approach:
- Peer-to-peer education
- Bystander empowerment

Community-tested, industry specific best practices which have yielded measurable results



Since its founding in 2013, the Just Ask Prevention Project has educated over 900 professional and community-based organizations in the identification, prevention, and response to human trafficking and other forms of exploitation.



ACCOMPLISHMENTS



Over 100 youth-led awareness campaigns

Currently educate more than 140,000 youth annually

Working in multiple states, as well as internationally in the Netherlands

Saved countless young people from a life of exploitation



*“Safeguarding communities
through partnership”*



TRAFFICKER METHODS



SCOUT

Traffickers are searching for young people to target.

Traffickers find teens:

- On social media
- In shopping malls
- At bus stops
- In school
- Through friends



MANIPULATE

Traffickers relate to young people and often times seem “too good to be true.”

They:

- Pretend to be boyfriends or girlfriends
- Buy presents; treat their intended victims very well
- Listen and act interested in their lives
- Traffickers lie



TRAP

Traffickers trick or control young people into staying in the lifestyle.

These methods could be:

- False love or lies
- Drugs
- Violence or threats of violence



Victims of human trafficking, and those that are targeted by traffickers, can be from any race, age, ethnicity, social or economic group, gender, sexual orientation or level of academic achievement.



Through working in the field, the Just Ask team has compiled practical knowledge which has consistently shown the primary vulnerability or deficiency leading to teens and young adults being manipulated into trafficking scenarios is a lack of knowledge and awareness.



WHAT WE DO

Serving those most vulnerable in our communities... Our Youth

We bring

HOPE » STRENGTH » COURAGE

to those that need it most.



SCHOOL CURRICLUM AND CAMPAIGNS

- Designed by professional curriculum developers
- Based on actual case examples
- Incorporate other subject areas
- Customized to fit the needs of the school district
- Education, Prevention, and Intervention

JustAsk
IN THE FIGHT AGAINST HUMAN TRAFFICKING

Safeguarding Schools from Human Trafficking

THE PROBLEM
Human Trafficking has become the **largest criminal enterprise**, second only to drug trafficking. Traffickers are targeting younger and younger victims, some as young as elementary school.
Kids are taught how to protect themselves from drugs, why not traffickers?

THE SOLUTION
"Safeguarding Schools from Human Trafficking," our flagship program, is designed to help schools adopt and implement **life-saving** curriculum for in-classroom instruction.

THE PROGRAM
FOR HIGH SCHOOLS & MIDDLE SCHOOLS
Based on best practices for curriculum development and implementation, the Just Ask team works with school districts to design customized curriculum which is built upon reliable case examples. The lesson plans incorporate other topic areas such as internet safety and healthy relationships.
The curriculum not only raises awareness on the issue, but it provides vital skills for prevention and intervention. The Just Ask team will train existing teaching staff to incorporate the curriculum into the current in-classroom instruction.

FOR ELEMENTARY SCHOOLS
The **4 TO SUCCEED** curriculum helps children develop a healthy support network of adults creating a safety net to safeguard against future threats.

YOUTH-LED EMPOWERMENT AND AWARENESS CAMPAIGNS
As a compliment to the curriculum, Just Ask will work with school clubs to give them the tools and resources to have an active voice in protecting themselves, their peers, and their communities.

ABOUT JUST ASK PREVENTION PROJECT
The Just Ask Prevention Project is a 501(c)(3) multi-disciplinary collaborative team with an unmatched level of experience fighting human trafficking and other forms of exploitation. We employ a proven multi-vector approach to protect communities and assist victims.
Our school curriculum is reviewed by experts in curriculum development for family life / health education.
Our curriculum currently reaches over **140,000 students** annually.
Since 2013 we have educated over **900 professional** and community-based organizations.

ESTABLISH YOUR SCHOOL AS A JUST ASK SAFE ZONE™
Taking a couple extra steps to train key staff inside the school, you will have the opportunity to create a safe zone where students know they can turn for help.

FACTS
• **MORE THAN 90%** OF TRAFFICKED YOUTH STILL ATTEND SCHOOL AT THE START
• **1 IN 5 KIDS** WILL BE APPROACHED BY A TRAFFICKER AT SOME POINT
• **80%** OF TRAFFICKED YOUTH ARE UNDER 18
• **846% INCREASE** IN REPORTS
• **60%** OF SEX-TRAFFICKING VICTIMS ARE UNDER 18

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INTERNATIONAL
THE HAGUE METROPOLITAN

JustAsk
TO END HUMAN TRAFFICKING

"Having worked with Just Ask has been such a blessing. The Just Ask projects have been impactful in such a positive way. Our school now raised our level of awareness. Over the past two years, the students that were raised awareness have been as well as helping others."
- Jessica, Middle School Teacher



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