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Welcome to **End the Demand!**

End the Demand is a Michigan Abolitionist Project (MAP) initiative to combat human trafficking by reducing the demand that fuels it. The initiative has three specific objectives:

- 1 Address Pornography**
- 2 Intercept Potential Online Sex Buyers**
- 3 Educate Offenders**

The **USB drive** that you received provides you with tools and resources to help us achieve **Objective #1**.

Why address pornography?

Pornography is a powerful drug that is running rampant at pandemic levels in our culture. With the advent of the Internet, users (including young children) have free, unlimited access to the most deplorable content imaginable with the click of a button.

Peer-reviewed research and case studies have proven that pornography is a highly addictive substance that is rewiring minds, destroying relationships, and contributing to major social ills – including violence against women / children and even human trafficking.

Now is the time to rise up against this destructive, dehumanizing force and commit to a new culture of genuine love, real freedom, and dignity for all people.

NEXT STEPS

Help us spread this message! **Our goal is to reach at least 2,000 men and teen boys** in 2017 to educate them about the harmful effects of pornography.*

Here's how you can help us **End the Demand**:

1

Get the Facts

Educate yourself about the ways in which pornography affects the human brain, interpersonal relationships, and society as a whole. The USB drive that you received contains a slew of articles, e-books, research, and links, as well as a helpful video entitled *Hope for the Voiceless*. The “Get the Facts” PDF from Fight the New Drug is a great place to start.

Some of the resources – those from Covenant Eyes, for example – are faith-based in nature and combine scientific research with a spiritual understanding of the issue. Other resources – like those from Fight the New Drug – make the argument purely from a public health standpoint and use only peer-reviewed articles and personal accounts. Use what works best for you and your group!

2

Host a Presentation

After you've perused through the resources (and perhaps even done some of your own research online), let us help you as you design a presentation for your church, organization, men's group, etc. We want to get this message out to as many men / teen boys as possible, and we can help you craft something that is tailor-made for your group!

Make sure to utilize the **Post-Event Survey** on the USB drive, and invite your group to sign the **End the Demand Pledge** online.

3

Follow Up

For many, overcoming pornography use / addiction is more than a one-time event; it's a journey. Stay connected with those who are struggling in your group, and offer resources to further their knowledge and support their recovery. Be sure to send the survey results from your presentation back to us, and let us know what has worked best for your group.

* We know that many women / girls are affected by this issue as well, but our focus is on men / boys for the first year of this initiative since men / boys seem to be disproportionately affected by it. We plan to broaden the scope in the years following.

STAY IN TOUCH

If you need to reach out about anything, please feel free!

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