

JUST.MEN.

Experts in the anti-trafficking movement recognize the unique voice and influence of men to help create just communities in which the vulnerable can thrive. Just.Men.Arizona is a new state-wide initiative launching in 2018 in collaboration with AATN. The goal is to mobilize no fewer than 300 male allies in two years by training them in both *demand disruption* and *demand prevention* tactics. Men create the demand that drives sex trafficking. Better men can help end that demand and Just.Men.Arizona is how we're going to get it done.

There are three dynamic ways Arizona men can get in this fight:

1. **Actively disrupt the online sex market.** Join an elite team of men who have learned how to personally engage online sex buyers directly at the point of sale. You'll be supported by The EPIK Project; a national leader in disrupting demand. EPIK's cutting-edge intervention tactic commonly referred to as "*A Bunch Of Guys*" is a proven and potent tool in disrupting the online exploitation market. This intervention has seen multiple iterations and improvements over nearly 4 years of real-world testing. It has resulted in nearly 70,000 direct disruptions of online sex buyers and contributed to the arrest and conviction of dozens of high frequency buyers.
2. **Directly confront the proliferation of illicit massage parlors.** This is a strategy aimed at exposing and putting community pressure on property owners where known illicit massage parlors operate. This is an aggressive letter writing campaign with phone follow up to property owners that puts them on notice that there are men in their communities that are aware *of* and in opposition to these businesses.
3. **Learn how to harness the power of social media to amplify your voice to speak out against gendered violence and sexual exploitation.** Attend the Just.Men.Academy; an educational program aimed at training to men's groups on the causes and solutions for sexual injustice that includes, but is not limited to commercial sexual exploitation. Then learn how to leverage social media to make your voice loud and clear.

Check out our Facebook page or go to www.epikproject.org/just.men.az and sign up to receive updates.