



# THE ASSERVO PROJECT

**Tip Line: 877 SAVE 994**

Website: <https://www.theasservoproject.org/>

# ATTENTION

ANY AUDIO OR VIDEO  
RECORDING OF THIS  
PRESENTATION IS  
STRICTLY PROHIBITED





JUST  
IN



# HOW ARE VULNERABLE PEOPLE EXPLOITED?





# FORCED LABOR & Other Forms of Human Trafficking



- Forced or bonded labor, involuntary domestic servitude, debt bondage
- Manufacturing, cleaning, farming, construction, restaurants, domestic work
- Child begging
- Organ harvesting
- Child Brides & Child Soldiers





# WHAT IS SEX TRAFFICKING?



- **When an individual takes part in any sex act where anything of commercial value is exchanged**
- i.e. drugs, food, shelter, clothing, jewelry, transportation
- For adults – force, fraud or coercion must be proven.

# Awareness Test



# WHY CAN'T WE SEE IT?

...BECAUSE MOST OF IT IS HIDDEN.



Streets

Schools

Social Media

Homes of others

At Home



# WHAT'S THE BIG DEAL?



**STARBUCKS**  
36.2 B



**Professional  
Sports  
Teams**  
47.3 B



**Meta**  
134 B



**HUMAN TRAFFICKING**  
236 B

# **\$173 BILLION FOR SEX TRAFFICKING**



# WHAT DO TRAFFICKERS LOOK LIKE?



**BOYFRIEND**



**FAMILY  
MEMBER**



**WOMEN  
TRAFFICKERS**



# U.S. Sex Trafficking



**FASTEST GROWING  
CRIME IN THE WORLD**

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**AVERAGE AGE IS 14  
(GIRLS & BOYS)**

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**SUPPLY & DEMAND**

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**"STRANGER DANGER"  
ONLY ABOUT 7%**

**\$125,000-\$150,000**

**The amount a pimp/trafficker can make  
per person, per year**



**Most Traffickers have 3-5 individuals at one time**



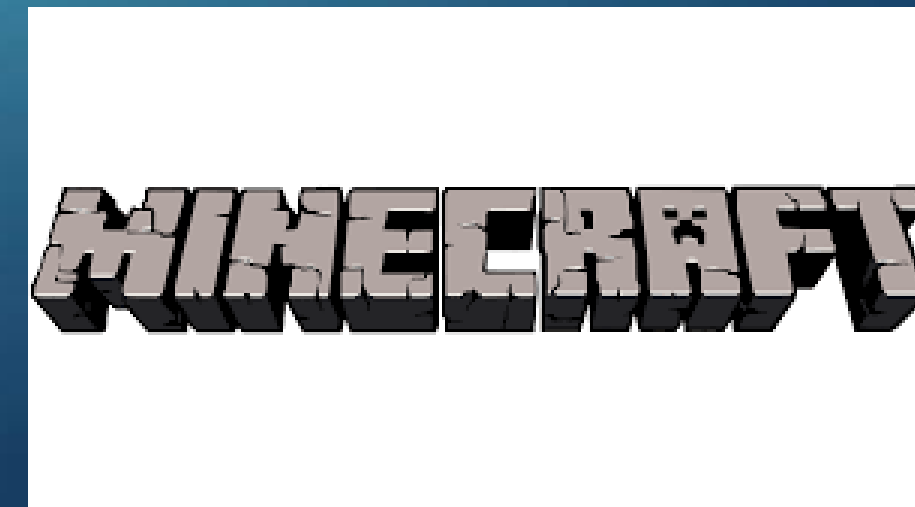
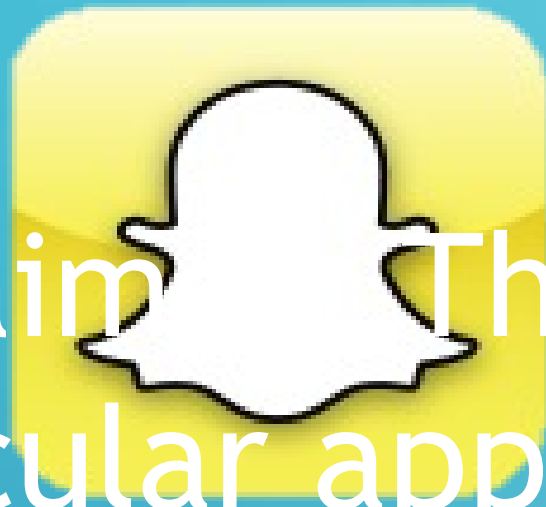


# **SOCIAL** NETWORKING OR HUNTING APPS



Disclaimer: This is not a condemnation of any particular app. Different organizations take different steps to ensure the safety of their users.

**PREDATORS**





# Is it Really That Bad?

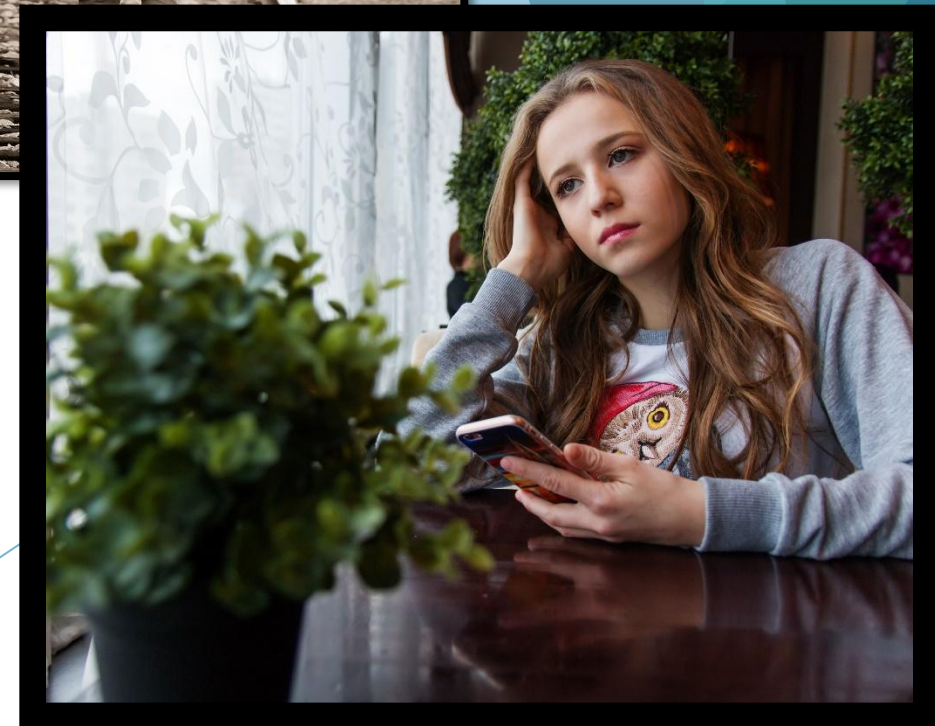
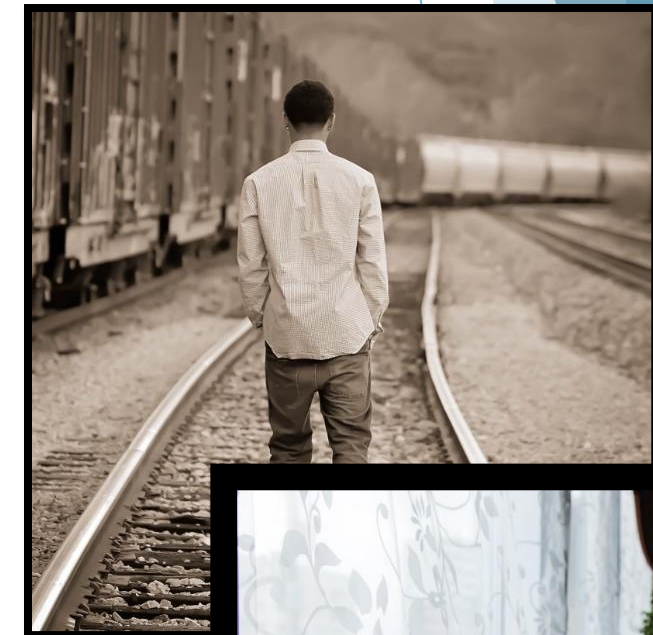
- ▶ In 2022, the National Center for Missing and Exploited Children reported that over **88.3 million CSAM files** were reported to the Cyber Tipline.
- ▶ The U.S. is one of the top *consumers* and *producers* in the world of child exploitation material.

**P A R E N T A L**  
**ADVISORY**  
**EXPLICIT CONTENT**

# YOUTH MOST AT RISK

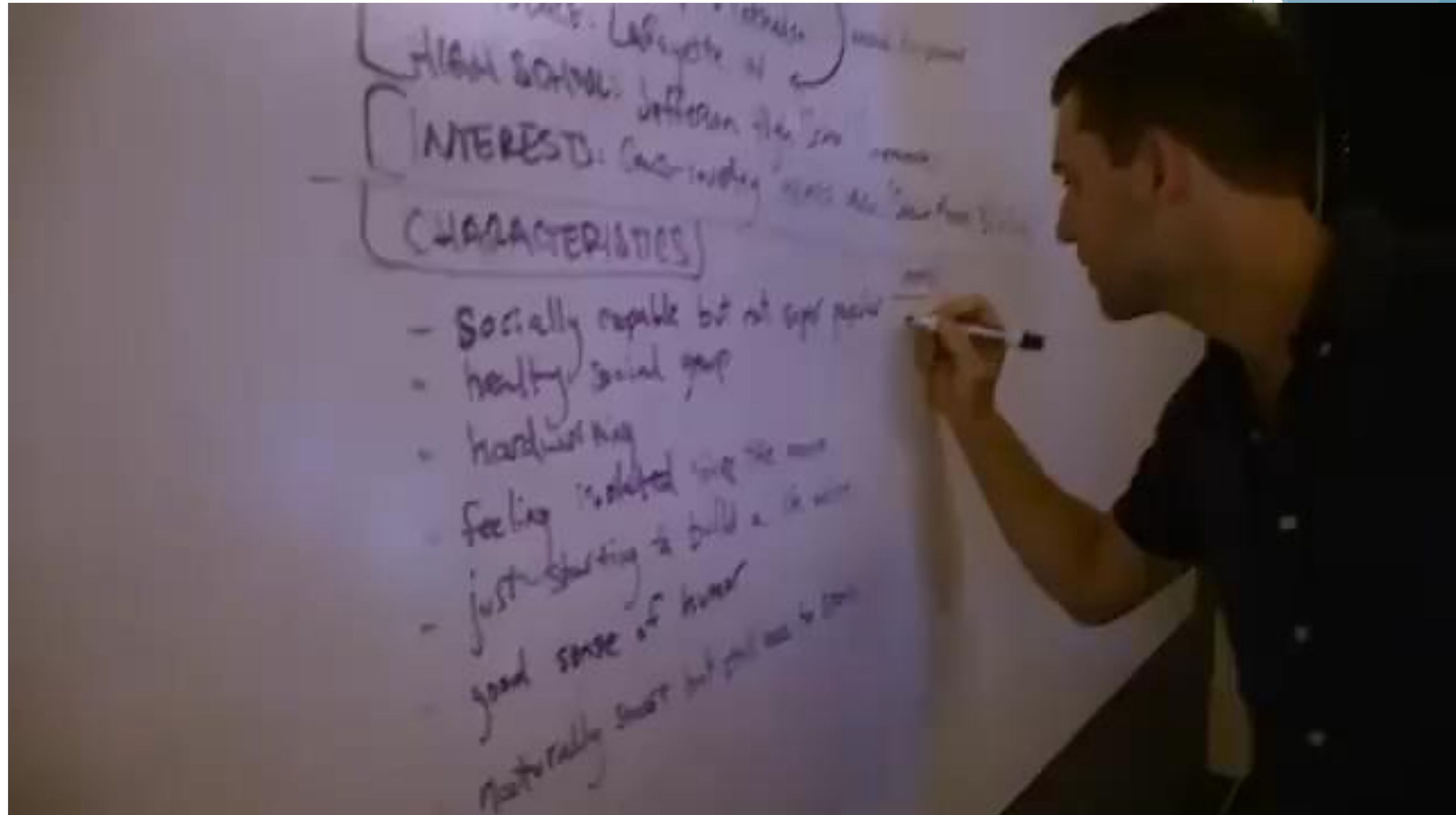
Minors who...

- are homeless/Runaway/Throwaway – An estimated 1/3 of teens living on the street may be lured into human trafficking.
- are involved in the child welfare or juvenile justice systems (50-80%)
- have a history of sexual abuse or extreme trauma
- Substance abuse issues
- Feelings of not “fitting in” or being “different/weird”
- The demographic gap has shrunk





# How Does This Happen?



# What not to share:

- ▶ Your current location
- ▶ School attended
- ▶ Where you/parents/siblings work
- ▶ Your family's personal information
- ▶ Personal images and videos
- ▶ Private/Embarrassing thoughts





# What About AI?





# What is General AI CSAM?

- ▶ Generative AI CSAM (Child Sexual Abuse Material) is the production, through digital media, of CSAM and other wholly or partly artificial or digitally created sexualized images of children. This includes text, image and audio generation.



# The Problem with AI

- AI facilitates the creation of deepfake pornography, where perpetrators superimpose individuals' faces onto explicit content without consent.
- Any visual depiction, including computer-generated images, that appears to depict a minor engaging in sexually explicit conduct and is deemed obscene or depicts a minor engaging in specified sexual conduct and lacks serious literary, artistic, political or scientific value is illegal.
- This technology has been used to target both adults and minors, leading to severe psychological distress and reputational damage.
- **Women and minors are most targeted by AI-generated exploitive content.**

# Ways to Support Online Safety



1. Don't let your kids take phones/devices to bed/room.
2. Begin talks when they're young about appropriate pictures and what to do if they see something they shouldn't.
3. Be involved in positive community activities - sports, church, dance, art clubs, choirs, etc.
4. Set rules, expectations and boundaries for device use within the home and even outside of the home - i.e. at friends' houses, grandparents' houses, etc. If it's helpful, complete a contract together to be signed.
  - A sample contract can be found on our website



# Ways to Support Online Safety

5. Be a student of your students. It may help you to spot a change in your children's behavior, allowing for opportunities to discuss what they are doing online and with whom they are talking.
6. Be proactive- use available technology to monitor and protect your children's online activity.
7. Be a safe space for open communication. Let your children know there are consequences for their actions, but the real-life punishment could be even worse.



# Apps for Parents

- ▶ Net Nanny
- ▶ Kaspersky Safe Kids
- ▶ Norton Family
- ▶ Qustodio
- ▶ Our Pact
- ▶ Bark



Kaspersky  
Safe Kids



OurPact



Disclaimer: The apps that we are sharing here are not endorsed by The Asservo Project, nor have they been tested for efficacy. This list is given to provide parents with an idea of what kinds of tools are available to help increase the safety of their child.

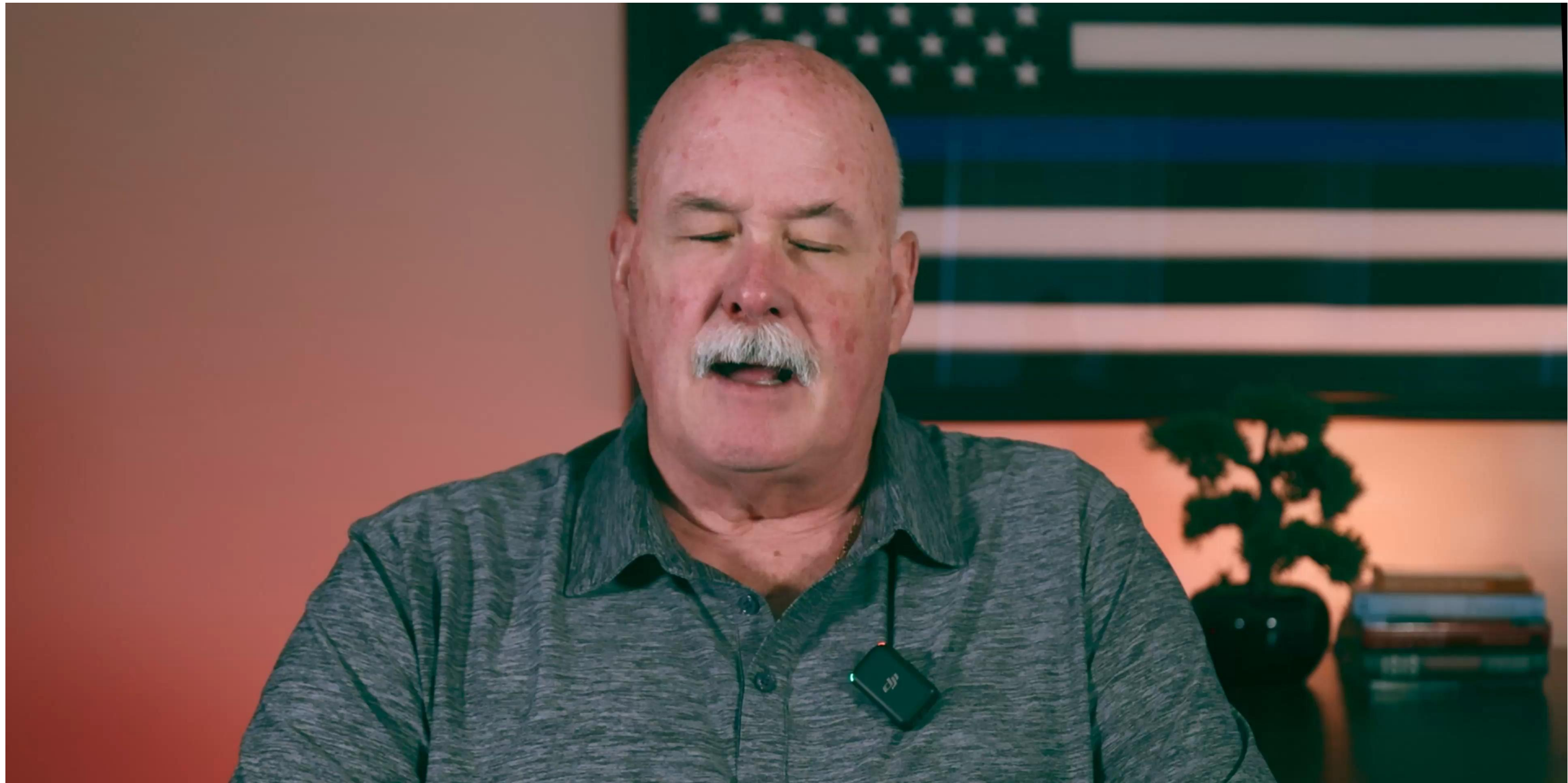




# **HELP RAISE AWARENESS**



- **Share** what you've learned and continue to educate yourself
- **Advocate** for justice and effective laws
- **Help** us, or organizations like ours, to bring education and awareness to our schools
- **Volunteer/support** an Anti-human Trafficking Organization
- **Participate** in organizing, promoting and attending awareness and fundraising events
- **Report** suspicious activity to the local authorities







**877 SAVE 994**

Call or text 877-728-3994

<https://www.theasservoproject.org>



<https://www.dhs.gov/blue-campaign>