

Developing a holistic approach to prostitution:

www.endprostitutionnow.org

Glasgow approach

- Formal partnership
- Policy led
- Political support at senior level
- Long term and sustained
- High quality support for victims
- Commitment to tackling demand and to challenging inevitability

Commercial sexual exploitation policy

- Significant social problem in Glasgow which affects women, families and communities.
- Rejects the view of work or choice
- Survival behaviour
- The only free choice is that of the purchaser, who decides when, where and how he will buy sex
- Caused by, and perpetuates, gender inequality
- Violence against women

Principles

- Makes the links between the different forms of violence against women and children
- Uses campaign materials and initiatives to target everybody, not just perpetrators and victims of violence
- Uses strong positive images of women, no victim imagery
- Dispels myths and challenges attitudes
- Acknowledges the importance of long term public awareness raising as key to any strategy to prevent male violence against women and children

She lives with a successful businessman,
loving father and respected member of the community.



Last week he hospitalised her.

Z
ZERO TOLERANCE

EMOTIONAL, PHYSICAL, SEXUAL – MALE ABUSE OF POWER IS A CRIME

NO
MAN
HAS THE RIGHT.

Z

ZERO TOLERANCE
of violence against women



*Unseen,
Unheard,
Unspoken.*

Z
ZERO TOLERANCE

VIOLENCE IN THE HOME
IS MORE COMMON THAN VIOLENCE IN THE STREET, PUB OR WORKPLACE

Male Abuse of Power is a Crime



Her boss raped her
at knifepoint.

In court, she was
asked if she found
him attractive.

Justice **Z** for women

MALE ABUSE OF POWER IS A CRIME



Boys must always be tough
Girls just need to be pretty
SAYS WHO?



EPN aims to

- ◆ raise public awareness
- ◆ generate debate
- ◆ begin to dispel myths and stereotypes
- ◆ challenge men who buy sex
- ◆ promote the need for new policy and legislation
- ◆ give a clear message that prostitution is not inevitable or acceptable



STOP DEMAND END PROSTITUTION

**“I felt guilty. I had used her.
You shouldn’t pay a woman,
I classed it as just as bad as rape”**

A Scottish male, 2008. (Challenging Men’s Demand research)

End Prostitution Now is a campaign led by Glasgow City Council which aims to raise awareness of the harm caused through prostitution and put the focus on the buyers of sex - the DEMAND - who have in the past been invisible from public debate.

We believe that it is the demand which fuels the sex industry in Glasgow and, only by targeting this demand and challenging attitudes towards buying sex, will we be able to put a stop to this harmful activity which blights cities and towns across Scotland.

Prostitution is not a choice.

The only choice in prostitution is that of the buyer, who decides when, where and how he will buy sex. For this reason we believe that legislation which criminalises the purchaser of sexual services is needed. Credible legislation is vital in order to send the message that people are not and should not be for sale.

It is time to assign the responsibility where it really belongs, with the purchasers of sex, and to **ENDPROSTITUTIONNOW.**

X SUPPORT THE CAMPAIGN

Sign-up to our campaign to criminalise the buyers of sex. Email your MSP here.

X **SUPPORT US**

XENDPROSTITUTIONNOW.org

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XENDPROSTITUTIONNOW.org

**“You can buy a lot of things but
you can't buy your reputation -
that's the biggest deterrent.”**

A Scottish male, 2008. (Challenging Men's Demand research)

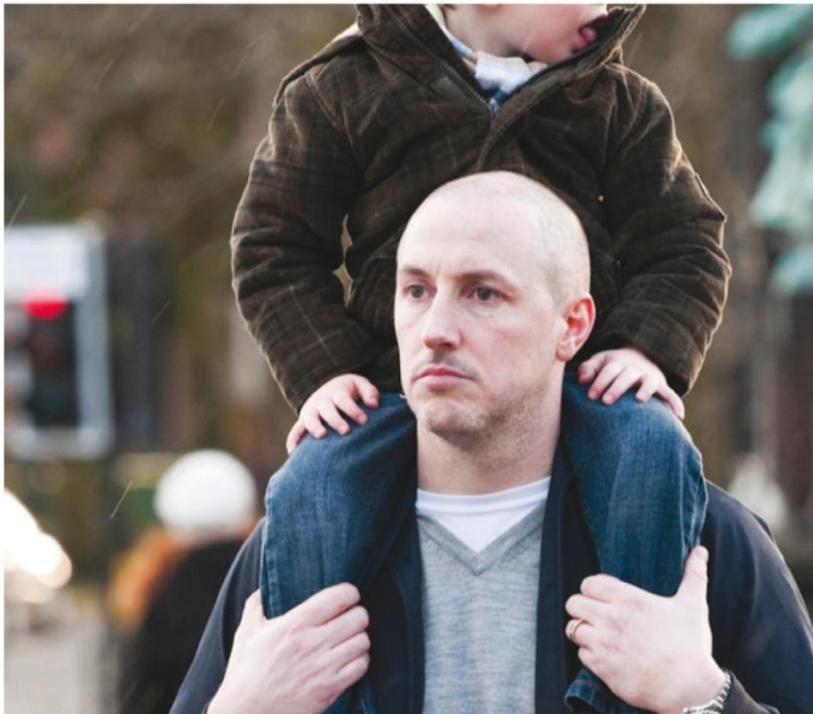


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**“Men can go to a prostitute
then still go home to
their wife and family.”**

A Scottish male, 2008. (*Challenging Men's Demand* research)

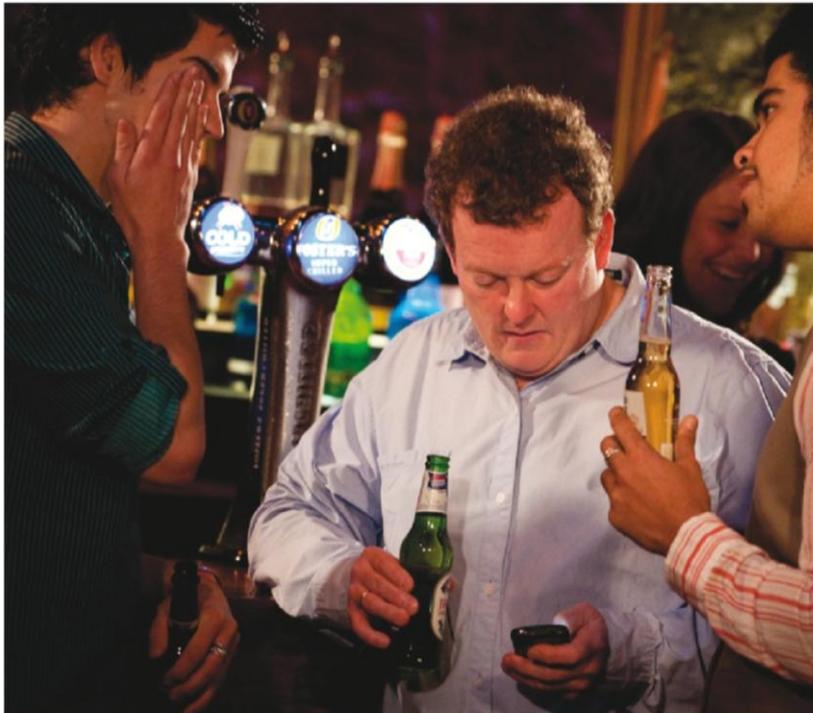


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**“Prostitution is there
because men are
looking for it.”**

A Scottish male, 2008. (*Challenging Men's Demand* research)



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**“I always wished I hadn’t
and just pretended to my
friends that I had.”**

A Scottish male, 2008. (*Challenging Men’s Demand* research)



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