MN GIRLS ARE NOT FOR SALE CAMPAIGN

$471K+ invested to prevent and disrupt sex trafficking at Super Bowl LII

REDUCING DEMAND

15,000+ people trained on safe intervention in cases of suspected exploitation.

355 men took a pledge not to participate in commercial sexual exploitation and take action to end it.

122 million media impressions.

64% were donated media impressions.

37 million were earned media impressions.

$210K invested in paid media.

727 calls made to sex trafficking hotline.

16,812 tip sheets and posters distributed marketing the hotline number to report cases of suspected exploitation.

SPOT the SIGNS

CREATING PREVENTION STRATEGIES

2,966 people reached by street outreach workers.

727 calls made to sex trafficking hotline.

36 organizations participated in drives to provide supplies.

3,683 men trained on the harm caused by sexual exploitation.

2,118 youth were provided with survival kits.

31 people served through emergency shelters.

145 people served at drop-in centers.

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