

I'm not  
for sale



Canadian Crime Victims Association  
Association canadienne d'aide aux victimes

1-800-222-8477



Royal Canadian  
Mounted Police

Gendarmerie royale  
du Canada

Canada



# Human Trafficking

Human trafficking is recruiting, transporting, transferring, receiving, holding, concealing, harbouring, or exercising control over a person for the purpose of exploiting them.

In recent years, there has been a noticeable emphasis on “hypersexualization” in television ads and programs, the Internet, and particularly in music lyrics and videos. It may be easy to be attracted to a pimp and drawn into a certain lifestyle because parts of it look to be glamorous and rewarding.

## How do pimps find and recruit you?

- ~ Meeting people
- ~ Friends or acquaintances
- ~ Boyfriends or girlfriends
- ~ Family members
- ~ Newspaper classified ads
- ~ The internet

It can be as simple as someone messaging you on a social networking site, asking to be friends and wanting to get to know you.





## Pimps

**Pimps** can be human traffickers

Key in the human trafficking world

Males or females called “**madams**” or “**pimps**”

Both mean the same  
**Using** girls and even boys to make money

And that’s “The Game”

**Don’t think it’s chill**

You don’t want to get stuck in “The Game”

It’s about making money from **prostitution**

And it doesn’t happen overnight

This is what happens

**Recruitment, control, isolation**

**This is how you get trapped**

## Recruiting

This can happen to **anyone**  
At parties, shopping  
malls, bars  
Your favorite hangouts  
Bus stops, train stations,  
airports  
Places you wouldn't think of  
Youth centres, shelters,  
schools  
Where you **think you might  
be safe**  
On the street, on the Internet  
**Be on the lookout**

You're young and innocent  
**Pimps** take advantage of  
your trust  
You may have no money,  
Feeling down, facing a  
challenge in your life  
Not getting along with  
your parents  
Lack of attention or  
feeling of love

Have few friends  
**Pimps** will be there  
Pretending to be your friend  
Sometimes even  
your boyfriend or girlfriend

Oh! You'll get the  
royal treatment  
They will buy you things  
Brand name shoes,  
clothes and purses  
Take you out to restaurants  
Even offer you a place to stay  
You may fall in love  
Yes they make you feel  
like a prince or princess

## Isolation

Once you're "**recruited**",  
you're "**in**"  
Pimps will **isolate** you  
From your family and friends  
This is how it's done  
Compliments and attention  
Oh! Much you'll get  
More than you would have  
experienced before, really  
You might feel understood  
They will gain your trust,  
your love, your loyalty

**All to brainwash and  
manipulate you**

Time to get serious  
**Pimps** can get **violent**  
Find ways to **control** you  
Limit your talking to family  
or friends  
**Listen to your phone calls**  
You'll get **scared**  
If that's not enough  
**Violence starts**  
**Holding, hitting,**  
**choking, raping**  
And this is not the end



Your world will change  
You are forced to do things  
you don't want to

**Dancing for money**  
**Sex with others**  
**You try to say "NO"**  
**Wrong answer**

You are removed from  
your friends and family  
No one to turn to  
They **put you down**  
**Break you down**  
It doesn't stop

They say **you owe**  
**them** money  
For rent, gifts, food  
They make you feel  
you have **no way out**  
They make you feel  
you owe them something

**Now they own you**



## Control and Exploitation

Once they “own” you  
“The Game” is moving on  
You will be controlled  
**Intimidation, threats, violence** towards you  
Your family and even your friends

### **Taking away your ID**

Giving you false ID  
Calling you names

### **Swearing at you**

Making you feel like  
**you are worth nothing**

### **Forcing you to have**

**sex** for money, drugs  
You name it

### **Pimps lay the rules**

Dropping you off and  
picking you up

Checking up on you

You do what you're told

**and give them what you've earned**

They might tell you  
it's for your future

Yeah, right!

**PIMPS who  
traffic people are  
committing CRIMES  
and will be  
prosecuted**



## Epilogue

What's in "The Game"  
for the pimp  
Making tons of money  
All the money goes  
to them

### All for them

Not you  
They don't care  
about you  
They only lookout  
for themselves  
You are just a pawn  
in "The Game"

### A victim

Be the best at  
"The Game"  
That's what the  
pimps want to be

Don't get trapped  
in "The Game"



FORCED PROSTITUTION =  
HUMAN TRAFFICKING =

CRIME

# Do you need help?

If you or someone you know is a victim of  
human trafficking, call your local police  
OR

If you wish to report a crime anonymously,  
call Crime Stoppers at **1-800-222-8477**  
OR

If you or someone you know needs help, speak to a  
trusted adult (family member, teacher or school  
counselor), or contact a counselor anonymously at  
the Kids Help Phone at **1-800-668-6868** or  
online at **www.kidshelpphone.ca**.

For more information about  
human trafficking, visit  
**www.rcmp-grc.gc.ca**  
or **www.deal.org**.

