



City of Dayton Announces New Initiative to Combat Prostitution

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Today, on National Human Trafficking Awareness Day, the City of Dayton is launching the Buyer's Remorse initiative, which aims to reduce demand for prostitution in the city.

This initiative will modernize the city's longstanding practice of publishing the names and home addresses of people convicted of prostitution-related offenses as the buyer. The names will now be published online at <http://www.buyersremorsecampaign.com> and people who live near the convicted buyer will receive targeted ads on social media alerting them that someone in their neighborhood committed these crimes. The ad will include a link to the website, where they will be able to see the names and address of those convicted.

"Prostitution is a complex issue, but we know it follows the laws of supply and demand just like any other industry," said Dayton Mayor Nan Whaley. "It is important that we focus on reducing demand because we know that the women involved in prostitution are almost never there by choice. Most are facing drug addiction and the impacts of childhood trauma, and some are victims of human trafficking."

The City of Dayton has chosen to focus on buyers of sex because the women involved in prostitution are a particularly vulnerable population who typically end up in the sex trade due to a number of outside factors. Many women are severely addicted -a 2009 study of women who were regularly booked in Montgomery County jail and had at least one prostitution offense found that every one of the women in the survey was addicted to at least one substance.

The City is focused on trying to help women involved in prostitution access resources, including treatment, instead of focusing on punishment. The Buyer's Remorse campaign website includes a list of resources for people involved in

prostitution who are seeking help.

The Buyer's Remorse initiative seeks to educate about the consequences of paying for sex, and also ensures that people who do purchase sex in Dayton cannot hide their crimes. Research has found that the threat of publicly naming those who have bought or attempted to buy sex is likely to be the greatest deterrent against it.

"I want to say to men who come into Dayton for this," said Dayton Police Major Brian Johns, "if you come into our home to purchase sex, then we'll use the power of social media to follow you to yours."

[Buyer's Remorse Initiative - FAQs](#)

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