

How do you stop something you don't see?

Jasmine misses three days of 6th grade most weeks. When she does get to class, she barely says a word and often falls asleep at her desk. She has an older boyfriend, but no one thinks much of it. There are explicit photos of her on Facebook at dance clubs looking much older than 12.

How does a twelve-year-old get into a nightclub? And why does she have two cell phones?

No one asks.

Child sex trafficking is on the rise, and while it's happening all around us, most of us don't see it.

WestCoast Children's Clinic has developed a solution: a simple screening tool.

Most children who are trafficked are exploited for at least two years before adults in their life know it's happening.

That's two years of nightly quotas demanded by their pimp. Two years of trips to the emergency room for cuts, burns and worse. Two years of exploitation that we don't see.

Two years is too long.

With our screening tool, teachers, doctors, social workers and other professionals who see girls like Jasmine are learning to recognize the signs and ask the right questions.

Traffickers know what to look for. So should we.

A trafficker knows how to target the most vulnerable children. He provides whatever the child needs — food, affection, a place to live. After he engenders her trust, he markets, brands and sells her for sex online.

The systematic rape and abuse of children requires an equally systematic approach to stopping it.

Universal screening is a first step.

This year, WestCoast trained over 2,000 social workers, educators and doctors throughout California to routinely screen children for sex trafficking using our Commercial Sexual Exploitation Identification Tool. And we're just getting started.

We need your help to train every school counselor, nurse, teacher and probation officer — every adult in a position to help children like Jasmine get the support they need.

With early identification, thousands of children can lead healthier lives, free from exploitation.

Help us make child sex trafficking visible.

So we can end it.



Of commercially sexually exploited youth in a Bay Area study:

75% experienced ongoing exploitation for 2 or more years

70% are at risk of dropping out of school

50% were 14 or younger when exploitation began



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