

# 2021 REPORTJOHN TOOLKIT

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[REPORTJOHN.ORG](https://reportjohn.org)

# REPORTJOHN.ORG

ReportJohn.org started in Oakland, California as a project initiated by community members who wanted to anonymously report sex buyers they would see in their neighborhood. Community members would write down the license plate and car information then provide that to a local community based organization (EBAYC), who would then provide the information to the police.

With the help of the CEASE Network, the Office of the District Attorney in Alameda County, the City of Oakland, and South Bay Coalition to End Human Trafficking the ReportJohn.org system was brought online in 2017, making it even easier for community members to report persons attempting to buy sex. ReportJohn.org was then expanded to the City of San Jose with support from San Jose Police Department, Santa Clara County Social Services, and Community Solutions.

ReportJohn.org continues to operate through the South Bay Coalition to End Human Trafficking. Most recently, with support from Vallejo Police Department, the City of Vallejo is the latest addition to ReportJohn.org.



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# ABOUT US

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**99%** OF THOSE WHO BUY SEX ARE MEN

ReportJohn.org is a website that puts the power of combatting human trafficking in the hands of our community and holds sex buyers accountable.

ReportJohn.org will allow us to let sex buyers know that it is not acceptable to purchase sex.

The sex trade is fueled by a demand from buyers that is more than the supply. Exploiters fill this demand by trafficking vulnerable persons from our and neighboring communities.

In combatting human trafficking, demand for sex is difficult to address because it forces our community to acknowledge that culturally, we have permitted this behavior, and have created a class of purchasable people.

We cannot turn a blind eye. You have the power to disrupt demand and stop men from purchasing sex from survivors who are being sexually exploited. ReportJohn.org is an anonymous community tool that allows community members to report sex buyers who they witness attempting to solicit or purchase sex. The police department will use the information you provide about the car the person is driving and the activity you witness to send the registered car owner a visibility letter. This letter lets the sex buyer know that your City takes a strong stance against human trafficking and holds those who participate in the illegal sex trade accountable.

Reports to ReportJohn.org are anonymous and available in five languages: English, Chinese, Spanish, Tagalog, and Vietnamese.

# What's in the toolkit?

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Your ReportJohn Toolkit comes with several educational materials in differing forms and languages.

Whether you are hosting a staff training or engaging with community members, you will find everything you need to STOP DEMAND in your city.

Here is a list of outreach materials included in the toolkit:

- Fliers in English and Spanish
- FAQs in English and Spanish
- PowerPoint presentation in English and Spanish
- STOP DEMAND logo for promotional materials
- PDF of ReportJohn info card in English and Spanish



# SUBMITTING A REPORT

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Take a stand for those being exploited and stop exploiters from making your neighborhood unsafe. By reporting the suspicious activity you see, you are sending buyers a message that you will not put up with this in your neighborhood. You will be improving your community and taking back your power.

If you see activity that looks like solicitation or sex buying, you can make an anonymous report in two minutes.

Go to [www.reportjohn.org](http://www.reportjohn.org) and pick your preferred language (choose English, Spanish, Vietnamese, Chinese, or Tagalog).

Fill out the form, making sure to include the license plate of the vehicle involved and a description of the activity you have personally witnessed.

Photos help as well if it's safe for you to take one.

When you submit the report, your Police Department uses the information submitted to send an official notice to the registered owner of the vehicle. This puts buyers on notice that purchasing sex will not be ignored by the community or law enforcement.

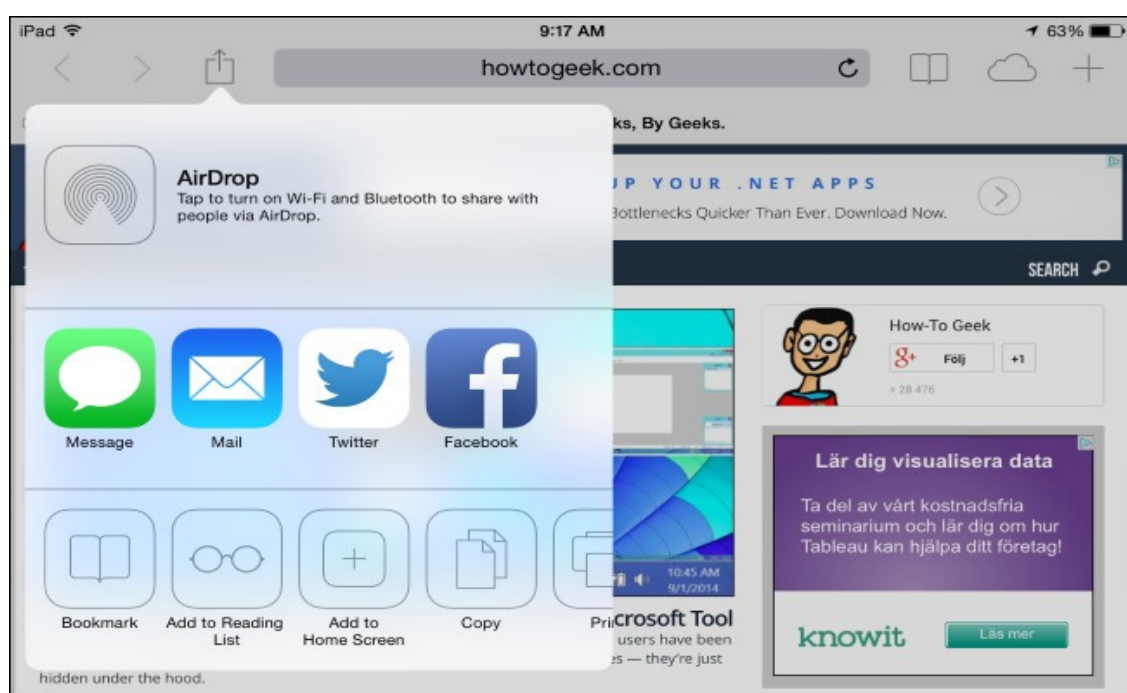


**In only 2 minutes,  
you can help stop  
sex trafficking in  
your community.**

# REPORTJOHN.ORG ON YOUR PHONE

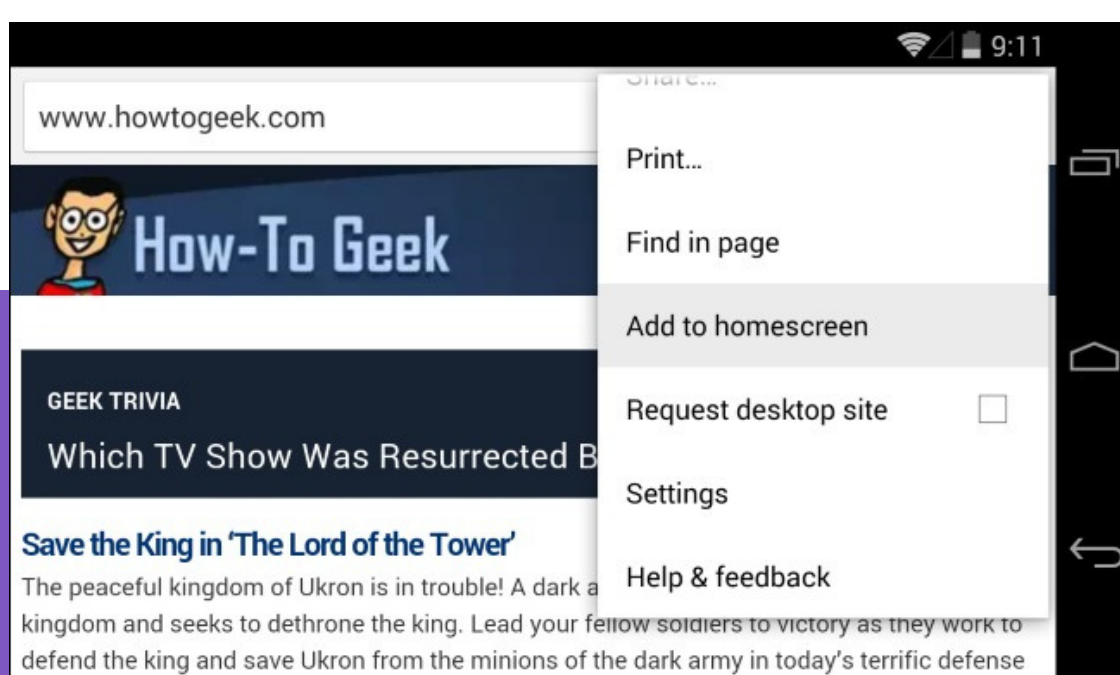
If you want to have the reportjohn.org website easily accessible on the home screen of your smartphone, follow these steps:

## FOR IPHONE:



Launch the Safari browser and navigate to REPORTJOHN.ORG. Tap the Share button on the browser's toolbar — that's the rectangle with an arrow pointing upward. Tap the Add to Home Screen icon in the Share menu. You'll be prompted to name the shortcut before tapping the Add button. The shortcut can be dragged around and placed anywhere, including in app folders — just like a normal app icon. When you tap the icon, it will load the website in a normal tab inside the Safari browser app.

## FOR ANDROID:



Launch Chrome for Android and open the website REPORTJOHN.ORG. Tap the menu button on the top right side of the screen and tap Add to homescreen. You'll be able to enter a name for the shortcut and then Chrome will add it to your home screen. The icon will appear on your home screen like any other app shortcut or widget, so you can drag it around and put it wherever you like. Chrome for Android loads the website as a "web app" when you tap the icon, so it will get its own entry in the app switcher and won't have any browser interface getting in the way.

# ADDING YOUR CITY TO REPORTJOHN.ORG

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If you are interested in having ReportJohn.org in your city, connect with your local police department to get the process started. Your police department should identify which unit is in charge of ReportJohn.org (i.e. Special Victims Unit).

## Recommended Steps:

- ✓ Identify the appropriate police department email addresses to receive notifications and provide to South Bay Coalition to End Human Trafficking. Best practice is to create a specific system email address, i.e. `reportjohn@policedepartment.gov`.
- ✓ Create a "Dear John" Letter: a warning letter that lets the registered owner know their car was seen in an area known for illegal activity. The letter must be approved by the City Attorney (see the Dear John Sample Letter).
- ✓ Establish an internal process for sending out letters to sex buyers. This includes determining the threshold of information required to trigger a letter being sent out. Staff authorized to run CLET should: 1) Run the plate, confirm Make and Model matches, 2) Prepare and send the "Dear John" letter to registered vehicle owners.
- ✓ Incorporate ReportJohn.org into existing protocols for referring cases. For example, sometimes there will be an anonymous report related to illegal dumping, ensure information is relayed accordingly within department.
- ✓ Identify data tracking system for reports, including location, and time of report.
- ✓ Set up access to translators for reports in languages other than English.





# COMMUNITY ENGAGEMENT

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1) Print promotional materials, including information cards, stickers and fliers on ReportJohn.org. Ensure local resources and agency logo are included.

2) Identify communities where commercial sex is visible. This includes locations with street level commercial sex.

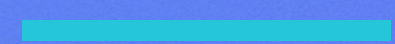
3) Use traditional channels of communication including newsletters, social media, websites, and fliers to share information about ReportJohn.org.

4) Identify existing community groups interested in receiving training on Report John.org. This can include parent groups, community associations, business associations, and trafficking collaboratives.

5) Organize a community event focused on human trafficking, that includes training on the use of ReportJohn.org. Ideally, train community ambassadors who can continue to train others on the use of ReportJohn.org.

# REPORTJOHN.ORG

Managed by the South Bay Coalition to End  
Human Trafficking and Community Solutions



**START REPORTING NOW.**