

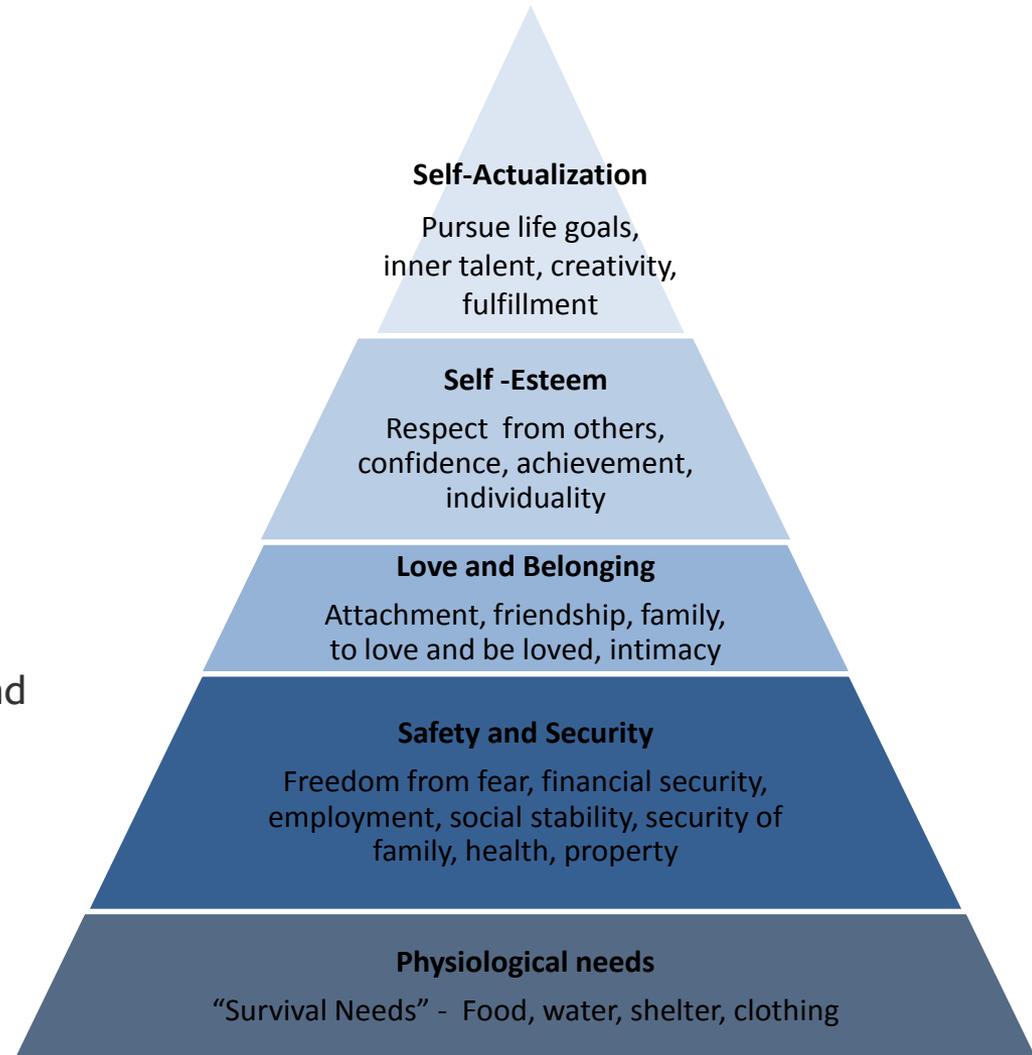
# How Traffickers Lure Victims & Why Victims Stay...Or Leave

Dr. Abraham Maslow's *Theory of Human Motivation and Hierarchy of Needs* has been widely applied for decades in the social sciences to explain human behavior.

His theory is that humans have a hierarchy of needs and they cannot address the next level of "need" until they achieve the prior level.

The model is very helpful in thinking about how vulnerable people are lured into, and remain in, dangerous and victimizing situations.

*To be successful, a long-term strategy to combat human trafficking must address this reality.*

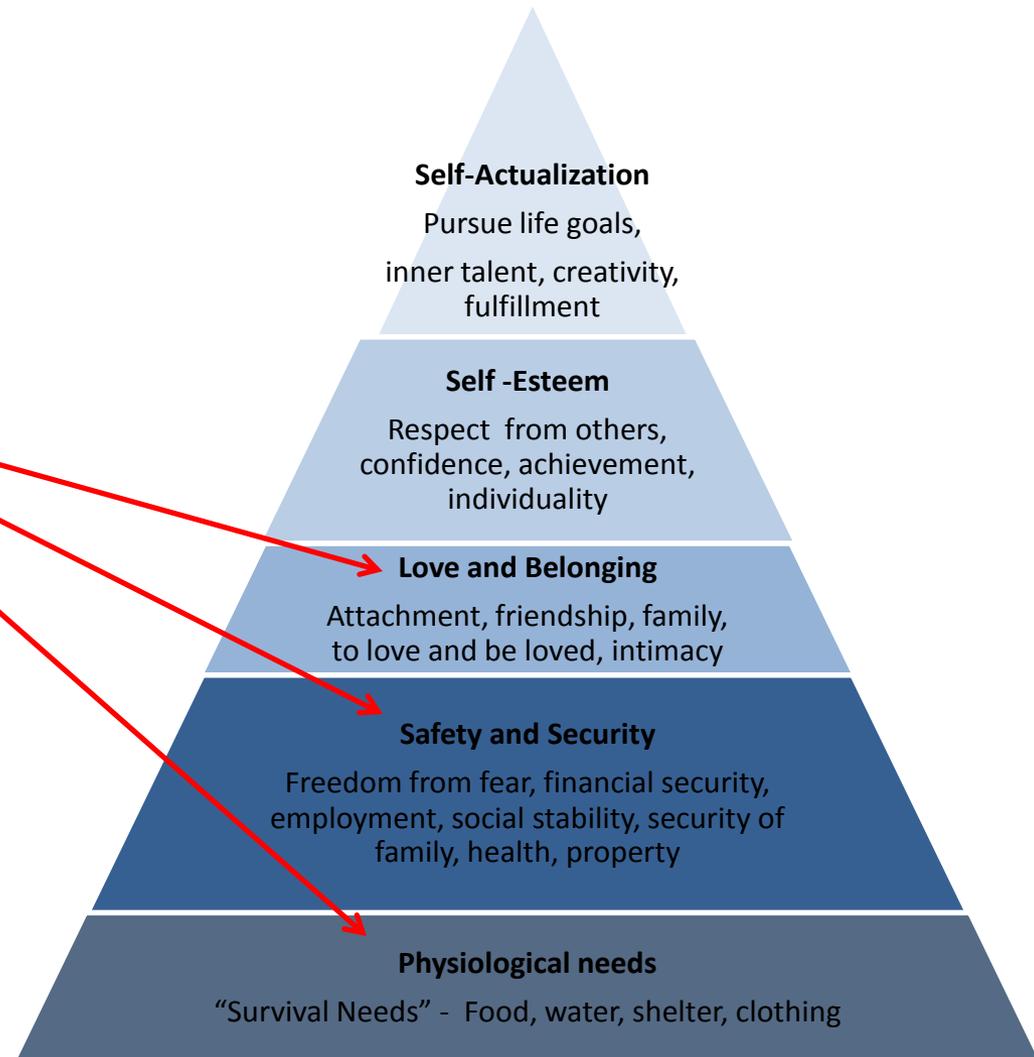


# How Sex Traffickers Lure Victims

**“My job is to make sure she has what she needs, personal hygiene, get her nails done, take her to buy an outfit, take her out to eat, make her feel wanted...but I keep the money.”**

–Convicted pimp, Antoin Thurman, as quoted in the *New York Times* investigative series, *Running in the Shadows: Children on Their Own* (2009)

*Many sex traffickers lure victims by providing basic survival needs. They systematically provide distorted versions of higher needs to manipulate victims. Using threats, force and coercion, traffickers exploit the fact that, for many victims, “the life” may be their first experience of ‘family’ and belonging.*



Dr. Abraham Maslow’s Hierarchy of Needs