Sex Trafficking in Atlanta Georgia

Student’s Name

Institution

Date

**Introduction**

Sex trafficking is one of the social issues affecting the people of Atlanta. Research indicates that sex trafficking affect young girls, women and children in the society more than any other person. Studies have indicated that most traffickers are young girls aged between 15 to 24 years and therefore, it means that teenagers and young girls are mostly affected people. Girls are traded for sexual exploitation. This practice commonly practiced by several people for business and therefore, it hurts girls. Several of them end up getting sexually transmitted diseases, which have ruined the lives of many young people. It is evident that they are forced to sex in most brothels across the state for payment, which goes directly to their bosses. Sex trafficking therefore, effect the health status of the victims and sometimes it can end their lives faster than expected.

In order to address the problem, a clear communication strategy is required. And therefore, the best plan would be to through posters, emails, and advertisement through main stream media. The team will make poster and place within community centers across the state. This is to inform the public about the sex trafficking and dangers regarding the issue. The advertisement will be done on social media and both print and digital media periodically to call for awareness of sex trafficking and for the government to take an initiative.

The communication products are posters, TV, newspapers and social media. The team to form a social media group on social media to run anti-sex and child trafficking to bring stakeholders together in addressing the problem, which affect the community. It would involve people from different backgrounds to emphasize the need to solve the communal issue, which affect the girl child in the society. The advertisement and other communications tool to run for a period of 6 six months before a new strategy is deployed.