

Prostitution Response Framework Update –

April 1st, 2015 – Larry Heather

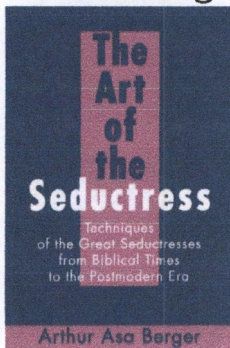
As I see the taskforce on this issue wind down, I sense there is unfinished work, despite the implementation of Bill C-36 in December of 2014. Most troubling is the use of language around the parameters of the report referring to prostitution as an industry Attach 3, a misnomer since it produces no non-corruptive product, service or benefit, it should instead be called a practice of degradation. Terms like sex trade, sex worker import dignity to an activity to which none should be allotted.

The task force still has many areas they could be looking at in terms of poster education and social media advertising hitting the indoor prostitution market.

The thinking of Bill C-36 is defective in that it completely ignores the large component of women who are in the practice to exploit the gullible and foolish among the males.

Arthur Berger in his book details the post-modern shift that has taken place in our lives. P.122

Berger quotes Simon Frith in his book Sound Effects: Youth, Leisure, and the Politics of Rock and Roll..



“Sex became just another form of leisure, and the ideology of leisure began to change. Free time was used increasingly

impulsively, irrationally, unproductively, with reference to immediate gratification rather than to usefulness or respectability or sense of consequence. The expansion of sexual opportunity, in other, occurred in the context of a new leisure stress on hedonism.

The result was that sex became an experience to be consumed, used up in the moment, like any other leisure good. Sex was now defined without reference to domestic ideology or romantic love, but it was still gender bound: men were by and large the sexual consumers; women were by and large, the sexual commodities, their charms laid out for customer approval in a never ending supply of media, and films.”

Banners, Posters and Social Media Campaigns

To effect change from prostitution plaques zones on a municipal lever, the City can engage family friendly banners in areas of degradation, and target social media ads on topics related to consort enterprises that are indoor located.

Examples

1. Picture of Family at meal table, Caption ... Daddy, we are waiting for you to join us.
2. Picture of nieces and nephews Caption: Uncle, we are so glad you are setting a role we can be proud of .

