

## ***The Clean Hotels Project: a domestic violence prevention campaign***

A statewide Prevention Committee addressing the primary prevention of domestic abuse is exploring ways to promote non-violent and healthy environments for all people in Wisconsin. As a starting point, we are considering the ***Clean Hotels Project*** as was implemented in Minnesota by the Minnesota Men's Action Network and the Minnesota Department of Health Sexual Violence Prevention Program. ( <http://www.menaspeacemakers.org/cleanhotels/>)



The ***Clean Hotels Project*** is a campaign that works with businesses, municipalities, and other entities to change their policies so that meetings, etc. will be held only in and employees will only be reimbursed for staying in facilities that do not offer in-room adult pay-per-view pornography.

### **Understanding today's porn industry and culture:**

- ▶ Violent pornography is associated with higher rates of sexual violence, domestic violence, trafficking and sexual exploitation.
- ▶ Pornography establishes sex with violence, domination, and degradation as normal, changing the perception of what healthy sex and relationships are.
- ▶ Today's pornography teaches women and men that women exist solely for men's use/abuse, that children are property, and that men lack empathy/humanity and have no sexual integrity.
- ▶ Pornography exploits its subjects (primarily women and children) while eroticizing violence.

### **How will the Clean Hotels project help prevent violence?**

- ✓ Uses consumer power to influence hotels to voluntarily end pay-for-view porn, sending a strong message that sexual exploitation of women and children is wrong.
- ✓ Engages municipalities, hotels, and other businesses to be part of creating change to prevent violence.
- ✓ Increases awareness among all consumers about the influence of pornography on violence against women and children.

### **Addressing concerns about the Clean Hotels project:**

- It will not ban pornography:
  - it's a business choice for hotels if they want to compete for certain clients.
  - it's limited to employer-employee relations – employees while traveling on business may pay for a hotel with pay-per-view porn using their own funds.
- It is a freedom of speech issue:
  - it supports an environment where women and children can make life choices without the threat that their liberties will be limited by the threat or use of sexual and domestic violence.

Begin changing the environments which support men's violence against women, girls and boys.

**Want more information or to get involved?** Contact Julie at WCADV: [juliea@wcadv.org](mailto:juliea@wcadv.org) or 608-255-0539