



Key Talking Points

About the Book

See: <http://www.thelocusteffect.com/the-book>

About the Authors

See: <http://www.thelocusteffect.com/about-author>

Key Endorsements

See <http://www.thelocusteffect.com/what-others-are-saying>

Author Royalties

All author royalties from sales of *The Locust Effect* will go to IJM to help fight violence against the poor.

Launch Week Offer

During launch week (February 2nd-8th), a generous friend of IJM will donate \$20 for every copy of *The Locust Effect* sold, up to \$40,000 or 2,000 copies. This would fund 8 rescue operations and rescue hundreds! Awareness and action wrapped up in one purchase.

Quick Stats

- 4 billion people are unprotected by the law.¹
- Nearly 30 million people are currently enslaved.²
- For women ages 15-44, the odds of experiencing physical harm or death due to gender-based violence is greater than cancer, motor accidents, war, and malaria combined.³

The Problem

- Those 4 billion people living outside the protection of law live in fear of everyday violence like rape, forced labor, and police abuse.
- This reality undermines efforts to end poverty and seriously hinders economic growth in developing nations.
- Reference individual stories of real people [here](#).

¹U.N. Commission on Legal Empowerment of the Poor | ²Global Slavery Index. www.globalslaveryindex.org |

³According to World Bank Data



The Solution

- Donors and development institutions can help by supporting the work of building professional and accountable police, and modern, functioning prosecutors, courts, and child welfare agencies.
- A glimpse of hope: Metro Cebu in the Philippines saw a 79% reduction in the availability of children for commercial sex after 4 years of IJM and local law enforcement partnering together - read about it [here](#).

Action Steps

1. **Awareness** – Encourage others to understand the problem by buying/reading *The Locust Effect* and checking out the [website](#).
2. **Spread the word** – Tell your mom, your professor, and your barista. The global conversation needs your voice. [Use these tools](#).
3. **Tell world leaders** – Ask the world's leaders to make this a priority. Start by signing [the petition to the UN](#).
4. **Donate** – [Give](#) to help stop violence by donating to IJM's life-changing work.