

## PREVENTIVE MEASURES OF ADOLESCENTS' INVOLVEMENT IN COMMERCIAL SEX: THE EXPERIENCE OF GENERAL HIGH SCHOOL EDUCATION INSTITUTIONS

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**Abstract:** The present academic paper contains practical recommendations for the prevention of involving adolescents in commercial sex, which can be used by specialists of general secondary educational institutions of Ukraine. The created prevention program is focused on solving the problem of both girls and boys by looking for alternative methods of personal empowerment and the opportunity to improve their own financial condition. The issues of transferring responsibility for the prevention of commercial sex not only to secondary institutions, but also to other organizations and families remain controversial.

**Keywords:** deviant behaviour, commercial sex, prostitution, general secondary educational institutions, pedagogy.

### 1 Introduction

The complicated social-economic situation in numerous countries of the world, including Ukraine, the deepening of the crisis in the spiritual, social and economic spheres of life have entailed profound changes in the formation of the worldview and behaviour of adolescents. The problem of deepening the crisis of all life spheres lies in the fact that it is systemic; it significantly affects the psyche and contributes to the formation of antisocial behaviour among the younger generation. The increase in crime, the development of drug addiction and alcoholism, prostitution, the loss of high ideals, a non-optimistic perception of life, and alienation from the society are especially destructive. Prostitution among adolescents, according to the UN (UPR Working Group of the Human Rights Council, 2017) currently is becoming an increasingly pronounced problem in Ukraine, leading to negative consequences as follows: degradation of personality, unwillingness to master other activities, unwanted pregnancy, negative impact on the future of a person, damaged reputation, increased number of abortions, loss of ability to have a standard marriage and motherhood / paternity, the spread of alcoholism and drug addiction due to high emotional stress, can have a negative impact on health, namely the emergence of sexually transmitted diseases, HIV / AIDS, as well as mental disorders (Koroma, 2020).

In the course of the statistical study, conducted in world practice, 303 prostitutes were interviewed in order to obtain information about the relevance of the topic under investigation (Plumridge&Abel, 2001). According to the survey results, 31% of women engaged in prostitution have started sex work prior to the age of 18. Due to the fact that it is forbidden to hire children under the age of 18 in massage parlors, about a third of employees have started sex work on the street. According to the ECPAT (NZ) survey, which involved 194 prostitute children, 10% were 12 years old or younger, 15% were thirteen years old, 20% were fourteen years old, and 30% were fifteen years old (Saphira, 2001).

According to the data of the Ukrainian Institute for Social Research after O. Yaremenko, among women engaged in the provision of sexual services for commercial purposes, also 31% of respondents began to be involved in commercial sex prior to the age of 18, including 11% were children aged 12 to 15 years old and 20% - aged 16 up to 17 years old (Balakireva et al., 2012). At the same time, according to the data of biobehavioral studies of the same Ukrainian Institute for Social Research after O. Yaremenko and UNICEF (2013-2014), boys are more often engaged in commercial sex than girls. From among 123,5 thousand at-risk children surveyed by the research institute, 13 thousand were

children who provided sex to men, and 5 thousand were girls who also provided sex to men (Balakireva et al., 2018).

The specified statistical information confirms the urgency of the problem of adolescent commercial sex in Ukraine and requires the search for solutions that would reduce the current level of prostitution in Ukraine among both adolescent girls and adolescent boys.

The purpose of the research lies in developing a program in order to prevent the involvement of adolescents in commercial sex, which could be implemented in the pedagogical practice of secondary educational institutions in Ukraine.

### 2 Literature Review

The problem of preventing the involvement of adolescents in commercial sex in schools remains currently insufficiently studied. The world-class scientists: Cheung et al. (2011), Gavaghan, B. (2011), Hurst, T. (2019), Wills & Levy (2002), Bittle, (2002) and domestic scholars, in particular: Balakireva et al., (2012, 2018), Zvereva (2004), Kushnirchuk (2018), Protopopov & Savelieva (2019), Radelytska (2019), Shidelko (2011) determine the problems of preserving the sexual and reproductive health of adolescents as the priority directions of the research, however, the technological aspect of the prevention of risky sexual behaviour, including commercial sex, is not fully reflected in scientific works.

Herewith, in world practice, there are established explanations for the emergence of prostitution at an early age and approaches to their prevention (Kushnirchuk, 2013). In general, there are biological-anthropological, psychological, social-pathological, interactionist, functionalist, conflictological approaches, each of which takes place in the development of pedagogical measures in order to prevent the involvement of adolescents in commercial sex (Yakovleva, 2005).

The biological-anthropological approach, represented by Ch. Lombroso and G. Ferro, assumes that the maximum protection against the negative consequences of prostitution is carried out through state regulation of this social phenomenon. I. Blokh, a supporter of the same approach, believes that the preventive measures for solving the problem are the creation of conditions for sexual life in marriage, which would ideally accomplish the sexuality of men and women. That is, the author believes that the issue should be addressed by changing not adolescents but the behaviour of adults.

The psychological approach, which is represented by well-known psychologists and sexologists A. Moll, Z. Freud, K. Horney, G. Sullivan, and A. Adler, suggests that measures to prevent prostitution are aimed primarily at the individual development of the child. Prevention of prostitution, as well as any destructive and antisocial behaviour, is achieved through adequate education and full socialization of the individual, through the formation of a mentally healthy personality.

The functionalist approach, represented by E. Durkheim, N. Luhmann, K. Davis, involves the implementation of preventive measures through the fulfilment of social control over prostitution. This control should be aimed at the negative consequences of commercial sexual relations - sexually transmitted infections, HIV / AIDS, criminal behaviour, drugs, alcoholism, etc.

The social-pathological approach, represented by A. Kettle, E. Durkheim, R. Merton, A. Cohen, K. Shaw, G. McKay, suggests that combating early prostitution in this approach is possible through positive changes in living conditions and social functioning of such groups.

The interactionist approach, which is supported by J. Gasfeld, D. Black, J. Kitsus, D. Steffensm, F. Tannenbaum, E. Lemert,

G. Becker, involves the activities of social control institutions towards implementing preventive measures. The interactionist approach to the social control of prostitution makes it possible to clarify in many respects the problem of the discrepancy between public and "official" opinions about prostitution, to reveal the reasons for the high latency of this social phenomenon.

The conflictological approach initiated by K. Marx, F. Engels, L. Kozler, S. Spitzer, R. Quinny, suggests that in order to establish a normative social order in which there will be no conflicts and the resulting deviant behaviour, including prostitution, it is necessary to change the social-economic organization of the society as a whole.

In Ukraine, the issue of child prostitution has been extensively studied, however, A. Makarenko, who was at the origins of pedagogy, was the first to create and test the discipline techniques, conversations with pupils, self-government and punishment aimed at solving the issue outlined. It is also expedient to highlight the modern work of Protopopov A.O. and Savelieva N.M. (2008), who have developed the sequence and continuity of actions of the teacher in order to avert and prevent prostitution of adolescents.

### 3 Materials and research methods

The general scientific research methods have been used in the academic paper, namely: generalization of theoretical data, analysis, comparison, synthesis in order to determine the factors contributing to the involvement of adolescents in commercial sex; content analysis of legal documents, systematization and classification of scientific and theoretical material for the definition and characterization of domestic and foreign approaches to the organization and implementation of social prevention of involvement of adolescents in commercial sex; empirical methods - surveys of adolescents in order to determine the presence and features of risky behavioural practices; questionnaires for class teachers of general secondary educational institutions and adolescents' parents; methods of mathematical statistics for the purpose of quantitative data processing and determination of statistical significance of the results obtained during the experiment.

An important aspect of the research lies in determining the level of readiness of adolescents to resist involving in commercial sex. The investigation of the problem state has required the generalization of approaches to those features of adolescence which make it possible to determine it as sensitive for the implementation of the tasks of preventing involvement in commercial sex.

The collection of information for the empirical study lasted from January to May of 2018 - 2019 academic year. This process was focused on: defining the criteria, indicators of readiness of adolescents to combat involvement in commercial sex; identifying the levels of readiness of adolescents to counteract the involvement of adolescents in the conditions of general secondary educational institutions.

As part of the collection of information, a survey was conducted among pupils in grades 8-9 in order to determine the level of awareness of adolescents about the risks of being involved in commercial sex. By the way, we have used the developed questionnaire in order to identify personality traits and the degree of social-psychological adaptation, often, to the new environment, conditions and rules of behaviour, in particular, students' knowledge of sexual culture. The questionnaire contains both closed and open questions.

The survey was conducted on the basis of twelve general secondary educational institutions through a questionnaire. With the permission of the administration of educational institutions, the author's team distributed questionnaires among school pupils, which answered the questions. The obligatory item of the questionnaire was the consent of the minor to the survey and data processing on condition of anonymity. The study covered

644 respondents (students in grades 8-9). According to the results of the research conducted and joint analysis of the experiment procedure, the administration of the educational institution together with the teachers accompanying the information collection process confirmed the anonymity of the collection of information and, accordingly, the fact of the inviolable right of the child to expression and freedom of thought and speech, to free expression of their views and beliefs, which is guaranteed by Article 34 of the Constitution of Ukraine

### 4 Results

The analysis of the content of the respondents' answers has made it possible to testify that 56% of the respondents believe that commercial sex is prostitution, sex for money, a way to obtain material benefits, reward for material values.

At the same time, only 34,01% of students admit such relationships for the sake of sexual pleasure. The overwhelming majority of young people (49,7%) believe that such relationships arise in order to improve their material condition; 37,6% adolescents believe that adolescents are involved in prostitution out of desperation; 46,6% of young people believe that teenagers are involved in commercial sex in order to assert themselves in the eyes of other children; another 40,4% of respondents believe that the problem is spread due to adolescent desire to experience adventure. Only 15,8% believe that adolescents' commercial sex occurs under duress. 16,15% of young people do not know why teenagers are involved in commercial sex, however, 11,96% of respondents aged 13-14 years do not know or even do not understand what "commercial sex" means. Thus, there are many reasons to start commercial sexual activity among adolescents; however, the vast majority of respondents consider prostitution as a method of improving their financial situation. At the same time, 32,76% of respondents note that commercial sex is the same kind of work for which you need to pay decently, which indicates a fairly high percentage of loyalty to this social phenomenon.

The analysis of direct answers to questions with the answer "Yes" and "No" has made it possible to obtain the following results of the study, which are reflected in Table 1.

Table 1 – The results of a survey of adolescents concerning attitudes toward commercial sex

Questions	Answers	
	Yes	No
Is prostitution a problem of the day?	40,22	59,78
Is your attitude towards prostitution negative?	15,53	9,01
Do you know all the consequences of involving adolescents in commercial sex?	N/A	77,33%
Do you have a clear understanding of the reasons for the spread of commercial sex among adolescents?	N/A	77,80
Do you know all or any of the ways of involving in commercial sex?	67,4	63,82
Are you ready to talk to your parents about sex?	34,32	65,68
Are preventive measures for the spread of commercial sex among adolescents carried out in secondary educational institutions?	N/A	84,78
Do you consider it necessary to increase the cycle of topics devoted to the prevention of commercial sex among adolescents?	81,37	N/A

According to the results of the questionnaires, the phenomenon of involving adolescents in commercial sex can be summarized as follows: the majority of young people are loyal towards prostitution among young people, which is explained by ignorance of the consequences of commercial sex, insufficient home education on the topic of sexual relations, the lack of

preventive measures in educational institutions that would make it possible to educate the inscrutable or unknown sides and consequences of commercial sex among adolescents. In addition, adolescents are not aware of the responsibility for such actions. 59% of respondents are clueless about any responsibility for the provision and receiving services connected with commercial sex by adolescents.

The results of the study on stimulating such activities are also interesting. Adolescents were asked to rate situations related to young people's behaviour using a scale of 1 to 5, where 1 is normal behaviour and 5 is very bad behavior (Table 2).

Table 2 - The results of a survey of adolescents about attitudes toward commercial sex

Questions	Answers				
	1	2	3	4	5
Opportunity to have sexual contact with adults for gifts	1,24	9,94	50	17,7	21,12
Opportunity to have sexual contact with adults for financial support	0	14,75	38,51	13,35	33,39
Opportunity to have sexual contact with adults in exchange for things necessary for life	0	10,56	46,74	33,23	9,47
Posting nude photos online for money	0	0	17,39	55,59	27,02

Thus, summarizing the results of the study, certain features of the perception of prostitution by adolescents can be obtained. In particular, many young people accept the opportunity to have sex with adults in exchange for the usual gifts of clothes, shoes, mobile phones, etc., that is, means of distinguishing among other children. Along with this, young people are less loyal towards sexual contact with adults on the basis of ongoing financial support or in order to address their urgent needs to purchase

livelihoods. Herewith, digital literacy among young people is at an ever higher level than sexual literacy, forasmuch as the vast majority of adolescents understand that posting nude photos on the Internet for money is a negative and even unacceptable action. Adolescents perceive such actions as more categorical to compare with the sexual involvement.

Thus, according to the results of the adolescents' survey, shortcomings have been identified in the organization of work with adolescents in the field of prevention of involvement of adolescents in commercial sex as follows:

- it has been confirmed that preventive work on the involvement of adolescents in commercial sex with the participation of teachers, social educators and school psychologists is unsystematic and ineffective.
- it is necessary to change the use of forms of work in accordance with the current demands of adolescents. It is necessary to apply such forms and ways of communication with the child, which provide an opportunity to avoid, neutralize the barrier of differences of opinion, forasmuch as the presence of a barrier isolates the teenager from the influence of teachers, class staff, and parents. Students can ignore educational activities that are not interesting to them, contain a negative assessment of their activities, behaviour. They may not accept at all what they are being asked to do or frankly avoid communicating with the form teachers.
- it is necessary to change the rather liberal attitude of adolescents towards the issue of commercial sex due to the fact that they do not feel the importance of this problem; they believe that this issue does not concern them in this context; it is necessary to form a value attitude to their health and safe lifestyle.

In order to solve the problems outlined, it is necessary to develop a plan of preventive measures and initiate its implementation in secondary schools in Ukraine. The sexual education of schoolchildren is very important in this context, which in many European countries begins with primary school, leading, as a result, to an increase in the age of first sexual involvement among young people. In particular, according to statistics, the average age at initiation of sexual relations is from 16 to 17 years, while children, who have sex education lessons at the age of 6 to 10 years, mainly enter into the first sexual relations after the age of 17 years (Table 3).

Table 3 – Statistics on sex education of schoolchildren in European schools and its impact on sexual behavior

	Austria	Belgium	The Czech Republic	Denmark	Finland	France	Germany	Greece	Hungary	Iceland	Italy	Norway	Spain	Sweden
Age of beginning of sexual education	10	6	7	12	7	6	9	6	10	11	14	12	14	6
The first sexual relations of boys and girls	16.3	17.2	17.5	16.5	16.5	17.1	16.2	17.8	17.3	15.7	17.6	16.5	17.7	16.4
% of girls who had sex prior to the age of 15 years old	19.1	23.7	17.2	37	33.1	18.3	33.5	9.6	16.4	28.2	20.5	13	14.8	30.9
% of boys who had sex prior to the age of 15 years old	22.1	26.3	19.4	33	23	26.1	22.5	33.6	25.5	22.3	27.2	11	18	25.3

Source: IPPF European Network, 2006

In Ukraine, sex education takes place in a formal form in most schools as part of a course in human anatomy and the topic of the reproductive system (Melnychuk, 2021). In addition, currently there are organizations (Association of Sexologists and Sex Therapists of Ukraine, religious organizations, etc.) inhibiting the development of directions of sex education, including homosexual relations. However, the investigation of Balakireva as of 2018 has revealed that it is boys who are more likely to have homosexual relationships with adult men for commercial purposes. That is, it can be assumed that the issue of the lack of the correct pedagogical

basis becomes no less important reason for such a situation than upbringing within the family.

Currently, most of the programs developed to prevent the involvement of adolescents in commercial sex in Ukraine are aimed at working with girls, but do not include theoretical and methodological tools for working with boys. This forms the major novelty of the present research and allows proposing such preventive measures that will be relevant to modern problems of the society.

These measures include primary, secondary and tertiary prevention, where primary prevention is the most important for the present research, which makes it possible to timely influence adolescents before such a problem arises.

The implementation of the education stage begins with the 8th grade (average age 13 years old). The overall goal lies in limiting the spread of prostitution as a form of deviant

behaviour. A special feature is that the implementation of the components of this stage begins simultaneously. For this reason it is so important at the organizational stage to identify and plan interaction with the specialists involved. The main components of the tasks and measures of the implementation stage are as follows (Figure 1).

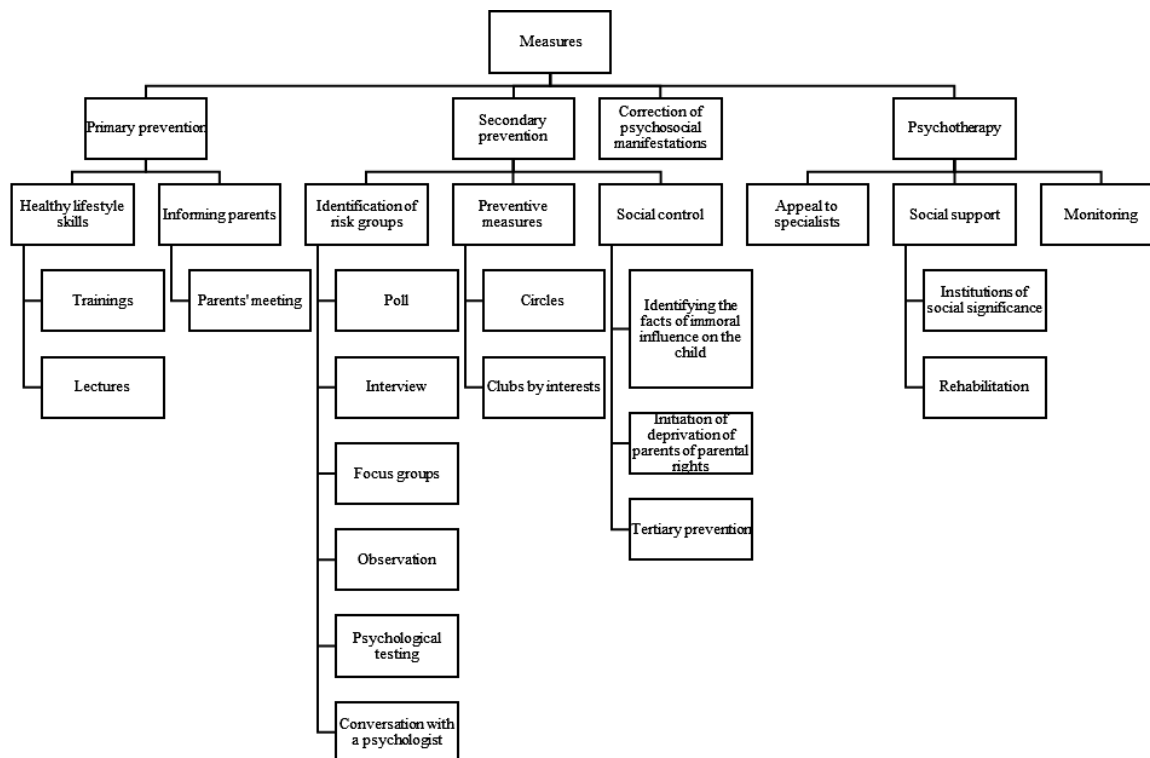


Figure 1 – Components of prevention of involvement in commercial sex in the framework of activities of general secondary educational institutions

Source: developed by the authors

1) Primary prevention. The target group for this level of prevention is the entire community of adolescent girls and boys of a particular general secondary educational institution. Let's consider in more detail the objectives of this level of prevention.

Goal 1. To develop skills of a healthy way of life. The implementation of this objective is characterized by a variety of topics and may include a whole arsenal of approaches to its conducting. They are as follows:

Lectures. A course of lectures is being developed; the duration of each lecture does not exceed 45 minutes. Large audiences should not be gathered, forasmuch as this will exclude trust between the lecturer and the students. It is recommended to conduct lectures with adolescent girls and boys in each class separately. Considering the fact that the main reason for commercial sex among adolescents is insufficient material support, it is advisable to involve organizations in lectures that can teach a teenager to earn money using his talents or allow him earning money by performing work that is not prohibited by labour legislation. At the same time, it should be understood that there should be enough choice of conditionally male and conditionally female works that could be of interest to both boys and girls. It is very appropriate to involve famous people in the course of lectures, especially young people who can share successes on the basis of a healthy lifestyle or financial success. It is especially important for boys to see the support of athletes who could guide them towards developing a sports career.

It seems probable that after the lectures, girls and boys will have a number of questions, the answers to which they would like to

receive in a personal conversation outside the school. Therefore, at the end of any thematic lecture, the specialist, who has conducted it, should provide the audience with his contact phone number or contacts of other specialists, organizations and institutions, whose activities may be directly related to the topic of the lecture.

Trainings. More effective preventive effect can be achieved by combining various types of lectures with training. The trainings are conducted in close cooperation with the school psychologist with the invitation of the involved specialists, trainers - teachers and leaders from among the adolescent girls, specially trained by the method of "peer to peer".

The technology of conducting trainings requires from the trainer knowledge and ability to use modern approaches in training work, namely: interactive training tools; role-playing and psychological games; theatrical performances; group discussions the ability to organize work in small groups by the method of "brainstorming", which promotes the development of speech skills, communication skills, choosing the right solutions. The principal objective of the trainings lies in giving practical pieces of advice on achieving one's goals by other methods than prostitution or other antisocial solutions. However, these tips for girls and boys should be different, forasmuch as the psychological development of children at this age is very different.

At the training stage, it is very important to show the teenager the methods of combating prostitution and to determine the sequence of actions to be performed in case the child is offered

sex for money (gifts, etc.). Clarification by lawyers of the consequences of voluntary or forced consent to commercial sex will be also of a particular importance.

Goal 2. To inform parents and children about changes in children's behaviour. The aim of the objective lies in developing a responsible attitude of parents to the upbringing of children and prevention of domestic violence; formation of children's conscious behaviour in relation to the protection of their rights; the formation of tolerant qualities in parents towards children with a tendency to homosexuality; the formation of a responsible attitude of parents towards children who, in adolescence, need additional financial support.

At this stage, the social educator should pay considerable attention to the family, namely: the relationship of children and parents in the family, information support of the educational process in the family, timely psycho-correctional intervention, etc. For this purpose, it is important to organize a parents' meeting (in the class or at the school level), and in some cases - individual work with parents aimed at correcting the relationship between parents and children in the family. An obligatory component of instructing parents is information about the behaviour of adolescents, knowledge about youth movements, trends and subcultures, about the social and medical consequences of prostitution (sexually transmitted diseases, HIV infection, etc.), problems of sexual life, sexual hygiene, the formation of a healthy lifestyle.

2) Secondary prevention is aimed at early identification of adolescents of "at risk group" and prevention of the formation of their deviant behaviour. The target group for this level of prevention is adolescents who are in the "at risk group". Let's consider the objectives of this level of prevention in more detail.

Goal 1. To reveal adolescent girls and boys of the "at risk group". The purpose of this objective lies in forming a target group for secondary prevention of adolescents who fall under the social-psychological criteria of "at risk group".

In accordance with the purpose, the implementation of this task includes conducting sociological and psychological investigations among the general adolescent schoolchildren in a particular secondary school. The work on conducting such investigation is based on close cooperation of the social educator, school psychologist and form teachers and includes the methods as follows:

- sociological survey (questionnaire);
- in-depth interview;
- focus groups;
- observation;
- psychological testing;
- conversation with a psychologist;
- study of available documentation.

Social-psychological investigation is carried out among all the adolescent schoolchildren of a particular general educational institution. At the same time, adolescents are distinguished by their atypical behaviour, which allows understanding the possibility of developing non-traditional sexual orientation and the propensity for prostitution for sexual pleasure.

In the course of preparing a social-psychological investigation, attention should be paid to the detection of hidden, not manifested deviant behaviour among girls and boys who are prone, but have not yet shown or exposed the fact of such behaviour. Particular attention should be paid to the use of alcohol, tobacco, drugs, domestic violence, problems of relations between children and parents in the family, the child's leisure time (how a girl spends her leisure time, how she divides her time, what she is interested in).

Focus groups are recommended to conduct in the final stage of the investigation or when the "at risk group" has been already formed.

Goal 2. Prevention of deviant behaviour among adolescents of the "at risk group". The aim of this objective lies in preventing the further development of deviant behaviour among adolescents of the "at risk group".

Preventive measures of this objective are formed on the basis of data obtained during the social-psychological investigation and they should be implemented by creating certain interest groups, courses, psychological circles, etc. All elements of this technology are aimed at changing the values, life guidelines, patterns of behaviour that adolescents of the "at risk group" rely on, as well as providing ready-made ways, tools and methods to achieve the desired goals without resorting to prostitution.

Goal 3. To introduce social control over the negative impact on adolescents of the "at risk group". The aim of this objective lies in preventing negative influences from the family and the immediate informal environment on adolescents of the "at risk group".

The basic components of social control in the implementation of this objective are as follows:

- revealing facts of immoral and criminal influence on the child in the family and in an informal environment;
- protection of children's rights;
- raising the issue of deprivation of parental rights, guardianship and patronage of the child.

Distinctive features of social control in this case are its focus not on adolescents from the "at risk group" but on the family and the informal environment, which can have a negative impact on them. Working peculiarities of a social educator in ensuring social control lies in implementing the educational function in relation to the parents of the child. Accordingly, safeguard-based tactics should be applied to the informal environment by explaining to the child and parents the negative impact of this environment and the possible negative consequences of this impact.

3) Tertiary prevention aims to correct and overcome psychosocial complications caused by deviant behaviour. The target group for this level of prevention is adolescents with persistent deviant behaviour that is antisocial and criminal in nature. The objectives of this level of prevention are as follows:

Goal 1. Correction of psychosocial manifestations of adolescents' behaviour. The aim of this objective lies in overcoming and / or mitigating the negative consequences of the formed deviant behaviour. There are two ways to achieve this goal, namely:

- application of psychocorrective approaches in the field of psychotherapy;
- redirection of adolescents to other specialists and other institutions.

Psychological correction in this case lies in overcoming or reducing the manifestations of deviant behaviour by applying appropriate techniques.

Goal 2. Social support of teenagers. The aim of this objective lies in implementing social care and patronage of adolescents. It is of primal importance that the work of a social educator or a school psychologist shouldn't be formal, especially when referring to other specialists and in the breaks between classes with the child. A teenager should feel cared for all the time - so and in no other way he can be re-educated and accustomed to certain changes in his life.

In some cases, the content of a teenager's social protection lies in sending him to the shelter-care facility for minors. The shelter-care facility for minors is a social protection institution created for the temporary stay of minors under the age of 18. Adolescents, abandoned by their parents or guardians, who have left their families or educational institutions, who have been removed by the criminal

police for minors from families or places where their safety and health are endangered, who have no permanent place of residence, or means of livelihood, should be sent to such shelter.

Goal 3. Rehabilitation. The aim of rehabilitation lies in facilitating the return of adolescents to a full, constructive and socially rewarding existence with a focus on developing and achieving life goals.

Ongoing monitoring makes it possible to identify shortcomings in the work of the proposed model, predict their consequences in the future and make adjustments to the model at any stage of implementation of measures.

It should be noted that regularity and timeliness in the control and correction stage of the model are directly related to efficiency. Failure to comply with them, as well as inaction, can lead to a real nullification of the efforts of the teachers' team and involved specialists, loss of trusting relationships with target groups and an increase in cases of deviant behaviour.

Therefore, the complexity of the proposed model affords an opportunity for social educators to apply it and fully implement their major professional functions and create the necessary preventive environment in a general secondary educational institution in order to organize the prevention of propensity to prostitution among adolescent schoolchildren.

#### 4 Discussion

Thus, despite the fact that currently the issues of prevention of deviant behaviour, including child prostitution, are transferred to the school's consideration, most of the mechanisms and approaches used by the administration of educational institutions with the involvement of their own resources are not effective. Kruger A., Harper E. (2016) believe that those preventive measures will be considered effective which are based on a trusting relationship between the student and the teacher; however, this is rarely achieved in ordinary secondary schools. Most modern schools, even if they begin to develop a methodology for the prevention of school prostitution, the application of outdated approaches, traditional school staff, mostly older and of retirement age, will not have any positive impact, and may even increase unhealthy interest in the forbidden topic. For this reason, it is very important to involve in such events not the staff and resources of the school, but external experts with an appropriate reputation and approach to young people, recognized by practical experience. Therefore, to a greater extent, the problem should be solved not at the expense of educational institutions, but at the expense of specialized organizations, which, in cooperation with educational institutions, will obtain positive results of their activities.

At the same time, taking into consideration that the problem of prostitution is not only moral, but also material in nature, it is quite important to attract a wide range of specialists who are able to offer young people constructive solutions to solve their problems. These may be young businessmen, lawyers, attorneys, social protection specialists. Psychologists also play an important role in this process; they should not only formally carry out their work, shifting responsibility to other institutional bodies, but also initiate their own observation over young people and identify focus groups that may be prone to child prostitution. Herewith, even the issue of involving a professional psychologist should also be transferred to third-party specialized organizations, and not to the teaching staff of the educational institution.

Financing is another problem of the creation and functioning of such independent organizations. In order to address the issues outlined, it is necessary to fly to local governments for support; they can provide information on alternative sources of funding for such programs, which will come from global funds.

The solution of the problem within the family deserves no less attention, forasmuch as most children, who are subject to negative influence from adults, do not have sufficient attention

from their parents, or even worse have a negative impact within their own family (Finkelhor, 2009). This is a problem for families involving children in sexual services not only through physical contact between a child and an adult, but also through the Internet. This issue is especially relevant for Ukraine, and the fact of its severity is confirmed by the UN, which has negative statistics on the spread of child prostitution in Ukraine (Working Group of the Human Rights Council, 2017).

#### 5 Conclusion

Prostitution in the eyes of young people is gradually ceasing to be an immoral phenomenon and a form of social deviation. This emphasizes the relevance of the research of the psychological aspects of prostitution as one of the significant problems of our time.

The negative influence of the media and social networks, an unfavourable environment, a difficult financial situation, pedagogical neglect and other factors imply the use of a special approach and the use of non-standard methods of preventive work.

The results of the experiment prove the necessity to develop a preventive program aimed at preventing the involvement of adolescents in commercial sex and the creation of the necessary preventive environment in general secondary educational institutions for the organization of social prevention of adolescents' involvement in commercial sex.

In general, it can be said that methodological techniques and methods of prevention of adolescents' involvement in commercial sex go far beyond sex education or promotion of a healthy lifestyle. This is a complicated task that should be solved in a complex, including in particular as follows: preparation of material and technical support for such works, involvement of external specialists and development of consistent and permanent prevention programs, change of approaches towards pedagogy and education of schoolchildren, which should be based on the relevance of information to the needs of schoolchildren.

As a result, practical tools for preventing the involvement of adolescents in commercial sex have been developed in the academic paper; they can be applied at general secondary institutions in cooperation with third-party expert organizations. The toolkit outlined consists of three approaches, namely: primary - based on information collection; secondary - based on the formation of focus groups; tertiary - based on constant monitoring and rehabilitation. By involving specialists and applying modern technical equipment in activities carried out at all levels, it is quite possible to improve the situation with child prostitution in Ukraine, which forms the practical significance of the research.

The major perspectives for further investigations should be based on the development of new mutual relationships between students and teachers, providing the formation of trusting relationship, which would allow the adolescent to receive information, protection and warnings about decisions concerning early commercial and non-commercial sexual relations.

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