

AWARENESS-RAISING



Tool 9.8 Awareness-raising measures

Overview

This tool examines various methods of prevention through public education, information and awareness-raising campaigns.

Efforts should be made to raise public awareness of the problem of human trafficking through public information campaigns and other means. In the case of victims, public information campaigns should also address basic human rights standards and make victims aware that trafficking is a crime, that they are being victimized and that they can seek the protection of the law. Campaigns should be formulated in ways that will be understood by victims, using materials in appropriate languages adapted for and relevant to the target audience.

OSCE Action Plan to Combat Trafficking in Human Beings

The OSCE Action Plan to Combat Trafficking in Human Beings includes the following measures to be taken at the national level:

- Undertaking, in cooperation with civil society and non-governmental organizations, information campaigns to generate public awareness about trafficking in its various forms, including the methods employed by traffickers and the risks to victims
- Increasing awareness about trafficking among immigration authorities and consular and diplomatic personnel so that they use this knowledge in their daily contacts with potential victims
- Encouraging embassies to disseminate information on relevant national legislation, such as family law, labour law and immigration law, that is of interest to potential migrants, including through non-governmental organizations
- Increasing the awareness of other relevant target groups, including policymakers, law enforcement officers and other relevant professionals such as medical, social service and employment officials, and the private sector, of trafficking in human beings, to enhance their readiness to address it adequately and to strengthen their institutional capacity to counter it
- Encouraging the consular and visa sections of diplomatic missions to use printed and other materials in their work with individuals at risk
- Raising the awareness of the media. The perception of the problem of trafficking in human beings brought forward by the media should include a clear explanation of the phenomenon and a realistic portrayal of the victims. To maximize public knowledge and awareness, anti-trafficking campaigns should be conducted with media professionals

- Targeting awareness-raising campaigns also at the most vulnerable groups, including persons belonging to national minorities, children, migrants and internally displaced persons
- Extending awareness-raising campaigns to smaller towns and villages whose populations may be at particular risk
- Working in schools and universities as well as directly with families to reach young people and to raise their awareness about trafficking
- Addressing, also through the media, the need to reduce the demand for the activities of persons trafficked for sexual exploitation, forced labour, slavery or other practices similar to slavery and, in this connection, promoting zero tolerance towards all forms of trafficking
- Establishing well-publicized telephone “hotlines” in the States of origin, transit and destination, which should serve three purposes: to act as an independent source of advice and guidance to potential victims who may be considering job opportunities or other offers to go abroad; to act as a first point of contact providing access to a referral mechanism for victims of trafficking in human beings; and to facilitate the anonymous reporting of cases or suspected cases of trafficking in human beings.

Public education, information and awareness campaigns

Persons who migrate are often disadvantaged by a lack of information, which forces them to turn to third parties for help to find jobs abroad. These third parties often turn out to be traffickers. The purpose of raising public awareness is to mobilize popular concern about the risk of falling prey to these criminals and about the social and human costs of trafficking in persons.

In general, anti-trafficking campaigns should focus on educating people about the true nature of that crime and its consequences. Within the general population, specific groups can be targeted with more specific messages or by specific means. Awareness-raising campaigns should provide potential victims of trafficking with sufficient information about the risks of human trafficking, the possibilities for migrating legally in order to work and earning possibilities to enable them to make informed decisions about migration, to evaluate whether job offers are realistic and to seek help in the case of trafficking. Awareness-raising campaigns should also address the health risks, such as unwanted pregnancies and sexually transmitted diseases, including HIV/AIDS, associated with sexual exploitation. Other messages to be conveyed are vigilance and public accountability (taking action when trafficking is detected), information about anti-trafficking programmes and criminal penalties for trafficking.

Promising practice

Global television campaign on human trafficking (United Nations Office on Drugs and Crime)

The UNODC global television campaign is designed to build a diverse and widespread understanding of the issues surrounding trafficking in human beings and to illustrate some of the steps being taken to address this growing problem.

The first video of the campaign focused on trafficking in women for the purposes of sexual exploitation, in order to depict one aspect of human trafficking and to project a powerful message about this complex problem. Following the success of that first video spot, UNODC produced a second one, focused on trafficking in men, women and children for bonded and forced labour (e.g. in factories or fields or as domestic servants). With the cooperation of broadcasters worldwide, UNODC arranged for the transmission of the spots on national networks, as well as on global and regional networks such as CNN International, BBC World and MTV Asia. Millions of people worldwide have viewed the video spots at absolutely no cost to UNODC. The spots have also been distributed among relevant non-governmental organizations to serve as an awareness-creation tool at the local level.

Two new video spots launched later took the UNODC campaign one step further, calling on victims and the general public to take action against trafficking. Non-governmental organizations and Governments are key partners in this effort to combat human trafficking and play an important role in providing support to victims and in raising awareness about the issue at the local level. UNODC is working closely with United Nations entities and local non-governmental organization partners distributing the new public service announcements to add at the end of each spot a telephone hotline—where one is available—where victims will be able to receive assistance and support.

While the first and second video spots chiefly target potential victims in States of origin, the third and fourth spots target female victims and the general public in destination States. All four spots also target Government officials involved in developing and implementing anti-trafficking and victim protection legislation.



To view the video spots, visit:
www.unodc.org/unodc/en/multimedia.html



These and other video spots can also be viewed at:
<http://ungift.org/>

“Open Your Eyes” poster campaign (Pentameter 2, United Kingdom)

In the United Kingdom, as part of the police-led Pentameter 2 operation, an active “Don’t close your eyes to human trafficking” campaign has been initiated to raise public awareness about trafficking and empower people to report concerns to the police. Posters are being distributed by the police and other Pentameter 2 partners across the United Kingdom. In the first phase of the operation—Pentameter 1—targeted awareness-raising measures were also taken. Leaflets were produced and distributed at airports to raise awareness among men travelling to the World Cup in a bid to reduce demand for paid sex (which could potentially involve the use of trafficked victims) and the official England fanzine was also used as a medium to raise awareness of trafficking in persons.



For more information about the Pentameter 2 law enforcement response to trafficking, see Tool 5.4 and visit:

www.pentameter.police.uk

“Save our Sisters” information campaign (India)

Publicity and endorsement are two highly effective ways to sell anything, including solutions to a problem. Save the Children India has harnessed Indian film celebrities as ambassadors in the fight against trafficking in persons.

Based on actual case studies in Nepal, a two-hour documentary film *Chameli*, directed by Nepali filmmaker Ravi Baral, was produced to inform local communities about the reality of trafficking in girls and to challenge the Government to confront this issue. According to Baral, the film provides the international community and many village girls and women, who are vulnerable to being sold into prostitution, with insight into the reality of trafficking. The message of the film is clear: prostitution is ugly and trafficking of girls and women should be stopped. The first phase of the campaign culminated in a national-level consultation to strengthen bonds and lay the foundation for a more active network spanning India.

“Human Trafficking in the 21st Century” poster competition (IOM Russian Federation)

As part of an European Union-funded information campaign on prevention of human trafficking in the Russian Federation, a poster contest is being held to raise awareness, particularly among young people, of human trafficking in the Russian Federation and emphasize its dangers. In each of the three project areas (the Moscow region, the Republic of Karelia and the Astrakhan region), an official jury will select the three most creative entries and the winners will be awarded monetary prizes. The three winners from each of the three regions will enter into a final round selection. Monetary prizes will be awarded to the top three entrants and the winner’s poster will be printed and distributed during IOM informational campaigns on prevention of human trafficking in the Russian Federation. Exhibitions of the best contest entries will be organized by the participating regions.



For further information, see:

http://no2slavery.ru/eng/poster_contest/

Meena Communication Initiative

(Regional Office for South Asia of the United Nations Children’s Fund)

UNICEF developed the Meena Communication Initiative as a mass communication project aimed at changing perceptions and behaviour that hamper the survival, protection and development of girls in South Asia.

Meena is a brave, spirited nine-year-old cartoon character from South Asia. Meena is widely recognized in South Asian countries. Her name is one that is culturally suitable throughout the region and the characters who surround her in her quests to tackle issues that affect children have all been researched extensively. Meena's adventures take her through issues of education, health, gender equality, freedom from exploitation and abuse. In her adventures, she has tackled issues such as stigma surrounding HIV/AIDS, has helped her cousin avoid marriage before the legal age, saved a baby from diarrhoea and found a way to stay in school. Among the range of Meena comic books and films is one aimed at raising awareness about trafficking and sexual exploitation of girls, entitled *The Girls Came Back*.

Meena has been incorporated in the school curricula of Bangladesh and, along with her brother Raju, she is an Ambassador for Children's Rights in Pakistan. In India, Meena features on State-owned radio and television channels and Meena Cabinets of school-aged girls are being established throughout the country. In Nepal, Meena is used to initiate discussion on development, health and gender issues. In Bhutan, Meena postage stamps and posters have been developed in collaboration with Bhutan Post. Child rights education and mine risk education programmes in Sri Lanka use Meena as a role model for children. Television episodes of Meena have also been aired in Cambodia, the Lao People's Democratic Republic and Viet Nam, dubbed into local languages.



More information about the Meena Communication Initiative is available at:

www.unicef.org/rosa/media_2479.htm

Awareness-raising in Burkina Faso

(UNODC Regional Office for West and Central Africa)

As part of the implementation of a project entitled "Measures to prevent and combat trafficking in human beings in the Western African subregion", local-level awareness-raising campaigns were carried out in September and October 2006 in 16 provinces of Burkina Faso. Pep-talks, radio spots and theatre forums were used to sensitize local populations to the issue of trafficking in persons and the methodology of criminal networks. The messages touched on the issues of the national legal framework, the impact of human trafficking on victims and their families, health and psychological issues, and the notion of "exploitation".

- Pep-talks: 100 pep-talks were organized in the 16 provinces, during which audience members could ask questions of facilitators on trafficking issues. The Direction de la protection de l'enfant et de l'adolescent (DPEA) reported that 6,839 people participated in this activity
- Radio spots: fourteen radio shows were organized in 10 provinces in three languages, to disseminate information on trafficking. DPEA estimated that these radio spots reached 800,000 people
- Theatre forums: theatre performances consisting of a play describing the trafficking situation, followed by discussions between facilitators and audience members, were organized in 16 provinces. DPEA reported that 4,354 persons attended these theatre events.

Awareness-raising in Colombia

(United Nations Office on Drugs and Crime, Colombia)

The UN 21 Awards were established by the then Secretary-General of the United Nations, Kofi Annan, in 1996 to provide recognition to staff members for innovation, efficiency and excellence in the delivery of the Organization's programmes and services. UNODC Colombia received a UN 21 commendation for its anti-human trafficking activities in 2006, which included helping Colombian television to produce a prime-time television soap opera about human trafficking. The soap opera was seen nightly by millions of viewers and sensitized them to the methods used by traffickers, and where victims could seek help.

Awareness-raising in the Upper Mekong subregion

(United Nations Educational, Scientific and Cultural Organization, Bangkok)

UNESCO has developed the following methodology for producing radio programmes in minority languages to educate target audiences on issues of HIV/AIDS, drugs and human trafficking.

1. The programme takes the shape of a dramatic soap opera, with a local heroine facing a wide range of experiences. Soap operas are generally well known and liked by the audience. This form of communication tends to be better accepted by teenagers and youths who would reject traditional pedagogic methods.
2. The content of the programme is based on actual experience. Real-life stories are collected through participatory group discussion (focus groups) at the village level and integrated into the script so that the listeners can identify with the soap opera characters.
3. The script is composed directly in the selected minority language by local minority writers to ensure it is culturally as well as linguistically acceptable to the audience.
4. The script is translated into English and into the national language to check its scientific accuracy.
5. Local musicians compose traditional local music and songs in the minority language which underline the themes of the story.
6. The programme is tested in order to verify that an appropriate and efficient message is conveyed.
7. The programme is broadcast.
8. Selective follow-up audience research is conducted in villages to evaluate how appropriate the broadcasting timing is, as well as the understanding of the programme and the impact of the message.
9. The script, tapes and related output of the programmes are packaged and distributed for further pedagogical and educational use and future rebroadcasting.
10. The programme is proposed to radio stations in other countries of the region where the minority is present. The script and format may be adapted to suit the needs of the radio station or local community.

An example of the awareness-raising work of UNESCO using this methodology is the drama “Life of tragedies”, written in the Jingpo language, which won first prize at the fifth Provincial Literary and Artistic Creation Awards held in Yunnan, China. This radio drama was written by a renowned Jingpo author, Yue Jian. Financial support for this programme was provided to UNESCO by the Asian Development Bank. “Life of tragedies” was both broadcast on radio and distributed on cassette and CD. Another radio drama “The sight of the snow mountain”, in the Naxi language, addresses the issues of HIV/AIDS and human trafficking. In conjunction with its radio programme work, UNESCO (in cooperation with the New Life Centre Foundation in Chiang Mai, Thailand) has also produced an album of popular Lahu songs addressing issues of HIV/AIDS and human trafficking, sung by Lahu singers popular in Thailand and Myanmar.



More information about the awareness-raising efforts of UNESCO Bangkok is available at:

www.unescobkk.org/index.php?id=1020

Southern African Counter-Trafficking Assistance Programme (IOM Southern Africa)

Using print campaigns, film and television initiatives, radio dramas, theatre performances and media coverage, IOM disseminates information targeting vulnerable and trafficked persons, law enforcement and Government officials and the public, as well as users of the services of trafficked persons. Campaigns in the source countries of Southern Africa are aimed at preventing vulnerable persons from becoming victims of trafficking, while in South Africa, campaign activities aim to raise awareness of the 24-hour helpline 0800 555 999, established in 2004. An example of the latter was the use by IOM of the popular South African soccer team, the Kaizer Chiefs, to promote the helpline number by wearing t-shirts that bore a counter-trafficking message and the helpline number during their warm-up prior to a Premier Soccer League match.



More information about IOM counter-trafficking awareness-raising campaigns can be found at:

www.iom.org.za/CTInformationCampaign.html

Awareness-raising in Costa Rica (United Nations Interregional Crime and Justice Research Institute)

Within the framework of the programme of action against trafficking in minors for sexual purposes, the United Nations Interregional Crime and Justice Research Institute designed a series of materials to raise awareness concerning trafficking among adolescents in Costa Rica, including:

- The spot “Protegiendoles”, aired on prime-time television on all major channels for two months. A radio spot complementing the television spot was aired for three months by nine radio stations, reaching remote areas of the country

- Billboards placed at strategic points on the border between Costa Rica and Panama to inform about and deter the trafficking of children for sexual exploitation
- Fourteen movable billboards circulated on buses for four months in areas identified by the project as the routes most vulnerable to trafficking
- A bookmark targeted at at-risk populations was handed to adolescents when the passport office issued their travel documentation
- A set of three different stickers was posted in windows of immigration offices



To see the awareness-raising materials, visit:

www.unicri.it/wwd/trafficking/minors/activities_costarica.php

Awareness-raising in Ukraine

(United Nations Interregional Crime and Justice Research Institute)

In the framework of its programme of action against trafficking in minors for sexual purposes, UNICRI designed a series of materials to raise awareness of the problem in Ukraine, including:

- A brochure, *Prevent and Help*, disseminated during training sessions and at round tables, advertising also the National Hotline on Trafficking number
- A booklet, *Measures to Counteract Child Trafficking and Commercial Sexual Exploitation of Children in Ukraine* (international and national legislation), targeted to specialists working in the sphere of children's rights protection, which was published and widely disseminated
- A video spot, *No! It must not happen . . .*, with promotional material about the National Hotline on Trafficking and the issues of trafficking in children and commercial sexual exploitation, which was broadcast on national and regional television channels and on monitors on the underground railway.



To see the awareness-raising materials, visit:

www.unicri.it/wwd/trafficking/minors/activities_ukraine.php

Awareness-raising in Nigeria

(United Nations Interregional Crime and Justice Research Institute)

In the framework of the programme of action against trafficking in young women and minors from Nigeria into Italy for the purpose of sexual exploitation, implemented by the United Nations Interregional Crime and Justice Research Institute in collaboration with UNODC, three awareness-raising campaigns have been carried out in Edo State, Nigeria. The first was intended to reach parents, traditional chiefs and priests, the second rural

villages and the third children. The campaigns included radio jingles in local languages, widespread market campaigns, enlightening talks with youth, women and men, and advocacy with traditional rulers and religious leaders, as well as meetings, seminars and workshops on critical issues relating to trafficking.



To see the awareness-raising materials, visit:

www.unicri.it/wwd/trafficking/nigeria/awareness.php