

Statement by El Pozo de Vida for the Constructive Dialogue on Trafficking in Persons

Thank you Madam co-chair for the floor, my name is Benny Yu representing the CSO El Pozo de Vida based in Mexico City, Mexico. I would like to make a statement that will hopefully be of benefit to my fellow CSO colleagues in the room and online when it comes to our role in the implementation of prevention programs.

Although we have been reaching 50 to 60 thousand students, teachers and parents on average annually through our education and awareness programs in the public schools, we felt that it was important to take a closer look at our impact to change behavior or mindsets. Considering that our prevention programs were focused and specialized on a specific demographic it limited our capacity to focus on root causes to trafficking in persons. We discovered that many of the push and pull factors are deep set cultural norms that couldn't be addressed with our current programming. Therefore, we decided to develop a national public service announcement (PSA) as a non-profit.

We had tremendous success with our last two PSAs reaching over 9 million people on the topics of toxic masculinity and forced child begging, with a clear call to action to the public. We were also able to garner the support of our local UNODC offices as well as our federal governments for these two PSAs. The private sector also got engaged with Meta/Facebook providing free ad tokens, Citibank and Google participating in discussion groups and CineMex placing our PSAs in movie theaters across the nation. This year's PSA will be targeting digital violence and we expect to surpass the previous two campaigns.

I would like to share with my fellow CSOs what we learned in the process and hopefully it will be useful to them in their contexts. PSAs will allow your organization will give you a broader audience and an opportunity to take a deep dive on societal norms, such as patriarchal tendencies, that can be one of root causes to trafficking in persons. In your preparation have a multidimensional approach to your investigations for your topics. Keep in mind that the messaging must be centered on gender and human rights. Lastly, provide a clear call to action that is broad enough for everyone to engage.

Thank you for allowing my comments and I encourage my colleagues to consider this option in their future plans in their respective countries.

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