



Republic of Malawi

National Communication Strategy on Trafficking in Persons 2020 -2022



UNODC
United Nations Office on Drugs and Crime



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ABBREVIATION AND ACRONYMS

BCC	-	Behavior Change Communication
CBO	-	Community Based Organization
DEC	-	District Executive Committee
FBOs	-	
GoM	-	Government of Malawi
MoHAIS	-	Ministry of Home Affairs and Internal Security
NCCTIP	-	National Coordination Committee against Trafficking in Persons
NGO	-	Non-Governmental Organization
SEM	-	Social Ecological Model
SBCC	-	Social and Behavior Change Communication
SDGs	-	Sustainable Development Goals
TIP	-	Trafficking in Persons
UNODC	-	United Nations Office on Drugs and Crime
VSU	-	Victim Support Unit

FOREWORD

This communication strategy has been designed to address issues on human trafficking in Malawi.

The Strategy will particularly target children, women, young people, parents and guardians, men, first line officers, and law enforcement officers, with information to educate them on the nature and dangers of human trafficking and information on their human rights, safe migration, reporting mechanisms and roles and responsibilities of law enforcement personnel and structures.

The United Nations Universal Declaration of Human Rights, along-side other internationally recognized and ratified protocols, recognizes the rights and freedoms of every individual on the globe, and creates an enabling environment for individual states to establish mechanisms to check any violations of human rights.

The protocols, among others recognize the prevalent human rights violations includes the heinous act of human trafficking that is rampant on the face of the earth, in many forms.

Trafficking in persons is a serious crime and a grave violation of human rights, which threatens national security and undermines sustainable development and the rule of law.

Trafficking in Persons is a violation of basic human rights and it has damaging effects on victimized individuals, families, communities and the country holistically.

Human Trafficking is perpetuated by many factors including limited awareness of human rights and available reporting mechanisms present in the Country.



**Hon. Nicholas Dausi (MP),
Minister for Homeland Security**

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The Communication Strategy drafting team would like to thank the many people and organizations who participated and provided technical and institutional support throughout the development of the National Communication Strategy on Trafficking in Persons.

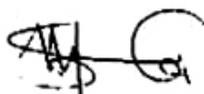
The Ministry would also like to give special thanks and recognition to the National Coordination Committee on Trafficking in Persons (NCCTIP) which through the Chair, provided guidance throughout the development of the strategy.

We also wish to thank all the members and stakeholders that were consulted as part of the development of the communication strategy, for their technical support and guidance throughout the development of the document.

This Communication Strategy contributes towards the National Plan of Action on TIP which is being rolled out from 2017-2022.

The Communication Strategy was developed in collaboration and thorough consultation with first line officials from a cross-section of Government Ministries and Departments and with inputs from a wide range of technical expertise, in particular from the NCCTIP constituted specifically for its development and implementation.

Finally, the Ministry would like to express special gratitude to the Consultant, Mr. Kwakwarhi Mwanamai who contributed immensely in successfully compiling the Communication Strategy.



Mr. Samuel Madula
Secretary for Homeland Security
Chairperson of the National Coordination Committee

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1.0 Introduction:

The communication strategy promotes knowledge and awareness on TIP and its negative impact; and discusses/addresses TIP as a universal crime against humanity/that it has to be reported-need to advocate for more support to curb the practice-highlights the need for protection assistance mechanisms.

The communication strategy aims to support interventions that disseminate messages and promote behaviours that seek to reach out to multiple audiences including women and children; the youths; parents; land owners; owners of business premises; et cetera

Interventions in the strategy aim to empower people to access critical and accurate messages and promotes behaviours that do not promote this heinous act.

The communication strategy and the associated implementation plan takes cognizant of the need to specifically hone skills of gatekeepers of migration law; including Immigration Officers, Ministry of Gender officials; social welfare assistants and policemen. The strategy postulates that only a knowledgeable and skilled workforce could effectively support curbing of the 'silent epidemic'.

The communication strategy will not operate in a vacuum, neither will it operate exterior and independent of on-going program activities. Rather, the strategy has been designed to be integrated into programming interventions in line with existing policy and draws its programmatic indicators from the National Plan of Action on TIP 2017-2022. The strategy also takes stock of previous communication interventions and seeks to build upon them in order to make gains from tried-and-tested and build upon their strengths. The strategy will work to rebrand and reposition existing structures like the National Coordination Committee against Trafficking in Persons (NCCTIP) in order to give them an extra agenda of communication.

Communication strategy will help engage rights holders and duty bearers in social dialogue, social advocacy and community social mobilization on TIP to engender impact of interventions at the sub-national and community levels.

Various implementing agencies have been separately undertaking sensitization of its stakeholders and beneficiaries. Meetings with Local Assemblies, local leaders, and in some cases the beneficiaries themselves have with minimal effect, been used to build consensus and project understanding. These efforts have also been uncoordinated, lacked communication planning and with very little interaction within and amongst the implementing agencies themselves. It is therefore the role of the Implementation of the Communications Strategy on TIP will indirectly promote awareness and raise the visibility of the Ministry of Homeland affairs and its operations. It is also anticipated that the strategy will contribute towards visibility of the financing partner, the United Nations Office on Drugs and Crimes (UNODC). Generally, there is limited public awareness on TIP in Malawi. There is also limited knowledge of TIP among relevant stakeholders and/or first responders; hence the reason cases of smuggling of migrants are sometimes confused with TIP. For instance, the media is not fully aware of its role on coverage of TIP cases and as a result they sometimes fail to abide by reporting ethics and respect the gender dimension of TIP. Overall, limited awareness may affect TIP case reporting and whistle blowing.

2.0 Background:

In 2015, the Government of Malawi enacted the Trafficking in Persons Act (2015) in fulfilment of the country's obligations, commitments and undertakings as party to the United Nations Convention against Transnational Organized Crime (UNTOC) and its supplementing protocols, the Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children (the Palermo Protocols). Among others, the Malawi TIP Act (2015) provides for a comprehensive legislative framework to combat and prevent trafficking in persons (TIP) through a human rights centred approach and the establishment of an institutional framework that provides for effective regulation and coordination of TIP interventions. The legislation also adopts a multi-dimensional approach by providing for, among others, the protection of victims of TIP, prevention of TIP and creates specific offences and penalties against offenders. Besides providing for increased community and institutional participation in the fight against trafficking in persons, the TIP Act provides for the creation of shelters for the care of victims of TIP.

According to studies and reports by the United Nations of Drugs and Crime (UNODC) trafficking in persons figures in Malawi continue to fluctuate because of lack of proper tracing mechanisms hence they rely on police information on the reported cases.

Malawi acceded to the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children on 15 November 2000, Palermo Italy, in 25 December 2003, which was the first instrument to be given an internationally accepted and binding definition of trafficking in persons, a comprehensive framework for addressing all aspects of the crime and Primary reference tool used by countries to develop their national approaches to combating TIP.

Human trafficking is one of the most heinous crimes on Earth. Right now, traffickers are robbing a staggering 24.9 million people of their freedom and basic human dignity. (Reference)

The International Labor Organization reports that, globally, traffickers exploit 77 percent of victims in their countries of residence. Far too often, individuals, organizations, and governments erroneously use definitions of trafficking in persons that require the movement of victims.

In Malawi, traffickers continue to lure children from their families in rural areas under the guise of employment opportunities, clothing, or lodging for which they are sometimes charged exorbitant fees, resulting in prostitution coerced through debts. Traffickers subject teenage boys to forced labour on farms and young girls to sexual exploitation in nightclubs or bars. Children are also subjected to forced labour in begging, small businesses, and potentially some are coerced to commit crimes.

Reports indicate that Malawi is a source country for men, women, and children subjected to forced labor and sex trafficking. Most Malawian trafficking victims are exploited within the country, generally transported from the southern part of the country to the central and northern regions for forced labor in agriculture (predominantly the tobacco industry), goat and cattle herding, and brickmaking¹. There is also a large number of Malawians who are trafficked outside Malawi. It is estimated that between 2013 -2019, 924 people have been trafficked outside Malawi, with 2014 registering the highest number of cases of human trafficking (242).

Over the past years, Malawi has also experienced a growing spate of abduction and trafficking of people with albinism, whose body organs are amputated and sold out on an informal black market; statistics indicating that since 2013, 26 Malawian albinos have been killed and 130 injured.

¹ United States Department of State, 2018 *Trafficking in Persons Report - Malawi*, 28 June 2018, available at: <https://www.refworld.org/docid/5b3e0ae3a.html>

3.0 Goal & Communication Objectives:

3.1 Strategic Goal:

The Communication Strategy against TIP contributes to the overarching goal of TIP program which is to have reduced incidences of trafficking in Malawi by 50% (of baseline) by 2022.

3.2 Objectives:

- To increase knowledge levels on human rights from baseline to 50% by 2022;
- To increase knowledge levels on TIP from 10% to 50% by 2022;
- To increase number of people reporting on trafficking from base line to 40% by 2022;
- To enhance community resolve to enforce actions (or behaviours) they agree on, to return trafficked persons to their homes;
- To garner political support to shape and implement policies and ensure adequate allocation of resources, by amplifying community voices and connecting them to upstream policy advocacy;
- To motivate and mobilize civil society, community and faith-based organizations and social networks to help traditionally excluded groups, especially people with albinism, women and children, to claim their rights;
- To motivate individuals, communities and households to report cases or suspected cases of trafficking in persons through available mechanisms;
- To position and rebrand TIP services and structures in the country for increased visibility and resource allocation;

3.3 Purpose:

The UNODC is supporting the Malawi Government, through the Ministry of Homeland and Internal Security (MoHAIS) to design and roll out of the National Communication Strategy on TIP (2020-2022) in tandem with the National Plan of Action on TIP (2017-2022), which is the guiding framework for interventions on TIP in Malawi.

The purpose of developing this National Communication Strategy on TIP is to improve the current awareness, knowledge, attitude and practice of Malawians regarding the TIP. The strategy outlines interventions and effective communication approaches of, advocacy, and community mobilization and interlinked activities that aim to promote actions against TIP at national, sub-national and community levels. Furthermore, the strategy will ensure that the timing and content of messages on TIP is appropriate and closely aligned to the tenets of the National Plan of Action on TIP and the whole spectrum of service delivery processes.

3.4 Who should use this National Communication Strategy on TIP?

This communication strategy has been developed as the formal National Communication

Strategy on TIP in Malawi. All senior MoHAIS staff, international and local NGO program managers, as well as any implementing agencies conducting TIP communications interventions, including but not limited to providing sensitization and awareness of publics on TIP, should use this document to guide and inform their work.

3.5 Guiding Principles:

The communication strategy has been designed in a participatory and consultative manner with deliberate efforts made to seek contribution from stakeholders working with the GoM on issues pertaining to TIP. Equally, implementation of the activities in the communication strategy will follow human rights-based approaches to programming, where by the following principles will be adhered to:

a. Policy driven

The communication messages, approaches are, among others, in line with international and national legal and policy frameworks.

b. Participatory

The communication strategy ensures that community, district and national level stakeholders including private sector are involved in the roll out of the communication strategy.

c. Socio-cultural Sensitivity

Content and presentation is appropriate for the cultural environment and not be culturally repulsive

d. Simplicity

Although concepts and content of TIP are technical-heavy, efforts will be made to ensure that messages are communicated in a simple manner and appropriate language without losing their meaning.

e. Evidence Based

The strategy utilizes evidence from research and best practice in communicating and producing content as information and knowledge.

f. Need Based

The communication strategy is based on identified needs of stakeholders and the MoHAIS.

g. Multiple approaches

The communication strategy explores all modes of communication including mass, individual, group as well as electronic and print media.

4.0 Situation Analysis:

Include the fact that the 2014 Global Report on TIP indicates that women and children are the biggest victims to TIP, although women could be both victims and offenders.

4.1 Definition of TIP

Available literature has the definitions below for trafficking and trafficking in persons;

According to the Malawi TIP Act (2015) “Trafficked person” means a person or child who has suffered harm, including mental and physical injury, emotional suffering, economic loss or substantial impairment of the persons fundamental human rights through acts that contravene sections 14 and 15.

Article 3 of the United Nations Protocol, 2012, defines trafficking in persons as;

“the recruitment, transportation, transfer, harbouring or receipt of persons, by means of threat or use of force or other forms of coercion, of abducting of fraud, of deception of the abuse of power or of a position of vulnerability or the giving or receiving of payment or benefits to achieve the consent of having control over another person for the purpose of exploitation.

Exploitation shall include at minimum, the exploitation of the prostitution of others or others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery or practices similar to slavery, servitude or the removal of organs.

“trafficking in persons” means recruiting, transporting, transferring, harbouring, receiving or obtaining a person, within or beyond the territory of Malawi through;

- Threats or use of force or coercion;
- Abduction;
- Fraud or deception;
- Abuse or threats of abuse of power or position;
- Abuse or threats of abuse position of vulnerability;
- Abuse or threats of use of the law or legal process or
- Giving or receiving payments to obtain consent of a person having control of the trafficked person, for the purpose of exploitation of that person

Trafficking in Persons Act (2015) p. 4 and 5.

4.2 Forms of Trafficking in Persons (TIP) in Malawi

Available literature on trafficking in Malawi reveals three broad scenarios. Firstly, there is a scenario where victims are trafficked from Asian and European countries to African countries including Malawi. Secondly, there is trafficking of persons locally and finally there is trafficking of persons to other countries with Malawi as a source or a transit country. Where trafficking takes place in the country, the trend is that the victims are from the Southern Region -where small land holding size per household is too small to cater for household needs-and they are trafficked and made to work in the Centre or North. The victims are into forced labour in tobacco farms, brick making, fraudulent recruitment and physical and sexual abuse. The victims include adult tenant farmers that are vulnerable to labour exploitation and incur debt to land owners. Over the recent past, Malawi has also experienced a spate of abduction, trafficking and killing of people with albinism. The other forms include sexual exploitation in night clubs and bars, begging small businesses and exploitation in the fishing industry.

Table one shows Malawi Victims of TIP

Mangochi	14%
Thyolo	14%
Dedza	7%
Mulanje	7%
Ntcheu	6%
Zomba	(no stats)
Phalombe	(no stats)
Mwanza	(no stats)

4.3 Factors influencing TIP

Most Malawian trafficking victims are exploited internally, the majority being children who are transported from the southern part of the country to the central and northern regions, being forced into domestic servitude, goat and cattle herding, agricultural labor, brickmaking and menial work in various small businesses. Exploited girls and women become sex workers at local bars and rest houses where they are coerced to have sex with customers in exchange for room and board. Forced labor in agriculture is often found on tobacco plantations, especially in the central and northern regions. Labor traffickers are often villagers who have moved to urban areas and subsequently recruit children from their original villages through offers of employment opportunities. Traffickers may be family members, recruiters, employers, or strangers who exploit vulnerability and circumstance to

coerce victims to engage in commercial sex or deceive them into forced labor. They commit these crimes through schemes that take victims hundreds of miles away from their homes or in the same neighborhoods where they were born and/or live in.

There is also evidence of informal cross-border migration with reports indicating that Malawian victims of sex and labor trafficking have previously been identified in South Africa, Zambia, Mozambique, Tanzania, Kenya and parts of Europe. Reports indicate that cases of child trafficking continue escalating in border districts of Phalombe, Zomba and Mwanza. According to the Daily Times Newspaper dated 16 October 2017, over 30 children are rescued every six months in Phalombe alone by anti-trafficking authorities in the district. These victims of trafficking are normally tricked or coerced into exploitative situations in the destination countries, by being promised good employment opportunities.

Evidence also indicates that most people in Malawi intentionally migrate to other countries upon being promised job opportunities in foreign Countries. However, upon arrival in these Countries, they are snatched of their passports and abused in numerous ways by the people that promise to provide them with job opportunities. Due to a number of factors that will be highlighted in subsequent paragraphs, the environment in Malawi makes it very easy for these Malawians to fall prey to traffickers lure both internally and to other countries. Trafficking in human beings is a complex, multi-layered problem. If we are to understand the reasons for its existence, we must identify and analyse both the more immediate, precipitating causes and its underlying, structural determinants. In Malawi, political, economic, social and cultural factors and the interplay between them all play a part in human trafficking.

4.4 Economic causes

Analyses of and reports on trafficking in human beings in Africa typically recognize poverty as the most visible cause for trafficking in human beings². People become the victims of human traffickers mainly due to inequitable resource allocation and the absence of viable sources of income. People often fall prey to the lure of traffickers' offer of employment, higher income, better life opportunities for themselves and their family – out of necessity and a lack of information and resources to take their own action. These are typically the circumstances of the poor, and while available data show that it is not necessarily the poorest who are trafficked, many of the victims assisted by NGOs and IOs invariably come from some of the most poverty-stricken countries³.

² UNICEF Innocenti Insight, *Trafficking in human beings, especially women and children, in Africa*, 2003.pdf

³ Irena Omelaniuk, *Trafficking in human beings*, 2005.pdf

Malawi is one of the poorest countries in the world with 50.7 percent of the population living below the poverty line and 25 percent living in extreme poverty. Out of the total rural population, 57.0 percent is poor compared to 17.0 percent of the urban population. There is a shortage of paid work, particularly for unskilled labour. For most Malawians, migrating or seeking a job outside their community is not just an economic decision, but offers hope to find better living opportunities. The increased urbanization subsequently leads to negative impact on individuals who, upon migrating to urban areas do not find job opportunities. Many people who migrate from their local communities to the country's major cities of Lilongwe and Blantyre, are often frustrated as it is very difficult to find the better opportunities due to crowding of the cities. The environment therefore makes it very easy for people to be lured into fake job opportunities abroad. For the greatest part, however, people are normally uninformed about the conditions and risks of working abroad as well as about their human rights and available remedies to protect them.

Western lifestyles and consumption patterns are paraded in the media and commodity markets. Satellite TV channels provide new role models and show people with images of exciting lives filled with glamour and variety. The demand for different consumer goods, and the desire to earn money quickly in order to obtain these goods can place them at risk and make them easier prey to traffickers. Malawians, exposed to these images of extravagant life styles may be tempted to seek their fortune abroad and, thus, are susceptible to traffickers' fraudulent promises.

The labour market for women is often very restricted, invariably more so than for men. Women are not as highly valued in terms of their labour as men and are therefore restricted to household work, and sales and service jobs in the informal sector. This subsequently places women at very vulnerable conditions and they often fall prey to slavery-like conditions in the hope of finding something better. Poor families, unable to support their children, may be induced to sell them or hire them out; girls, young women and children tend to be the first to be given away for commercial exploitation and are very likely to be trafficked for this purpose.

4.5 Socio- Cultural causes

The vulnerability of women and children makes them an easy target for traffickers. The oppression of women and children within patriarchal family and social structures, in which women are subordinated to men, is one of the main reasons why they fall prey to traffickers⁴. Malawi is highly patriarchal, where women have historically been responsible for housework and childcare.

⁴ Department for Global Development, *Poverty and Trafficking in Human Beings: A strategy for combating trafficking in human beings Swedish international development cooperation 2003.pdf*

Gender Based Violence (GBV) remains a serious development challenge in Malawi. Oppression and discrimination place women and children at risk, with social and cultural prejudices and the prevalence of gender-based violence presenting additional challenges to their effective protection from trafficking. Attitudes that consider women and girls to be inferior and weaker and hence objectify them, contribute to a large extent to practices of recruiting them, either by force, abduction or deception, into the most destitute living and working conditions.

Traditional practices can contribute to trafficking of women and girls. The custom of early marriage is one such example. The 2015-2016 Malawi Demographic and Health Survey indicates that 42% of girls are married before the age of 18 and almost one in 10 are married before their 15th birthday⁵. For poverty-stricken families, young girls are regarded as an economic burden and her marriage to a much older man becomes a family survival strategy. Far less time and resources are invested in girls and they are frequently prevented from going to school. In most parts of Malawi, especially in the northern and central areas, the bride's family receives cattle or cash from the groom, or the groom's family, as the bride-price for their daughter. While poverty might induce parents to sell daughters for the purpose of marriage, child marriage can, itself, lead to poverty of women through divorce, separation or abandonment. Very often, the only option for girls and women in situations of extreme marital stress is to run away. Some end up in poor urban communities, including brothel environment, where they become vulnerable and easily fall prey to traffickers.

4.6 Legal and Political causes

The lack of adequate legislation, properly functioning administrative machinery and an effective judiciary are the most obvious causes of human trafficking⁶.

The literature review has reveals that there is a plethora of legal, policy and protocols in support of creating an enabling environment for the address of TIP. The work around TIP lends itself to under three Sustainable Development Goals (SDGs) 5 (Gender Equality), 8 (Decent Work and Economic Growth) and 16 (Peace Justice and Strong Institutions). the United Nations Protocol to prevent, suppress and punish Trafficking in Persons (TIP) especially women and children. In addition to this, there is also the United Nations Convention against Transnational Organized Crime (UNTOC). Globally, therefore, the above protocols create an enabling groundswell in address of TIP.

⁵ 2015-2016 Malawi Demographic and Health survey.pdf

⁶ Department for Global Development, *Poverty and Trafficking in Human Beings: A strategy for combating trafficking in human beings Swedish international development cooperation 2003.pdf*

On the African continent, there has also been several protocols to support work against TIP. There is the Ouagadougou Action Plan to Combat Trafficking in Human Beings especially Women and Children (2006), which lays out priority actions to combat TIP. The action plan also lists communication priorities including awareness raising. In addition to this, Africa also launched the African Union Commission Initiative (AU.COMMIT) against trafficking whose key message is “ Curb Both the Supply and Demand Side of Trafficking”

In the Southern Africa Development Committee (SADC), there is a 10-year strategic plan of Action on Combatting Trafficking in Persons especially women and children. The Action Plan identifies prevention and Public Awareness, Research and Information sharing among the top eight (8) priorities.

Malawi has among others the Marriage, Divorce and Family Relations Action (2015) and the Electronic Transaction and Cyber Security Act (2016) which criminalize child pornography. In addition to this, Malawi also came up with a Trafficking in Persons Act enacted in 2015 to domesticate the Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially women and children.

Precedent to this, Malawi implemented various anti TIP interventions simultaneously with the development of specific TIP legislation. Under this, already accomplished interventions include prevention and awareness raising and advocacy, as proclaimed by the Child Care Protection and Justice Act (2010) and the Employment Act of 2000.

Conclusively, there are several protocols favouring the implementation of interventions against TIP, including communication interventions. Therefore, both the political and legal environment, provide a groundswell that favours roll out of a communication strategy that will help improve knowledge of law and policy, services, programs and creation of awareness among stakeholders, target groups and the public.

From the literature reviewed, there is an indication that people were trafficked, but no action taken, and legal framework on what was supposed to be done. A pervasive communication strategy has the potential to make decision makers influence sanctions and implement laws against TIP.

4.7 Other actions from the Malawi Act (2015)

In addition to the above policy frameworks, protocols and legal processes, the National Plan of Action details that through the Malawi Act (2015), the following has been achieved:

The sector has supported the establishment of the National Coordination Committee against Trafficking in Persons (NCCTIP) to manage and coordinate anti TIP interventions and related issues;

There has been increased participation of individual, communities and institutions in the development of policies, legal frameworks and protocols to support work against TIP in Malawi.

Literature also points out that there have been existing and on-going efforts to protect victims of TIP in the country; in addition to this, there has been work to support the protection of victims of TIP during legal proceedings;

The national plan of action also highlights that in the course of time, penalties against offenders have been drafted in order to deter TIP practices. In addition to this, jail terms applicable to each penalty have been established and gazetted.

5.0 Stakeholder Analysis:

The Malawi Government continues to demonstrate its commitment towards the address of TIP in the country and beyond. There are interventions that are being done at policy, programmatic and structural levels. TIP is generally a national priority with a functional operational plan and a fully established National Coordination Committee on TIP (NCCTIP). The GoM emphasizes that the role of stakeholders in TIP is very crucial in fulfilling its drive to fulfil its mandate of creating an environment where citizens rights are not violated but are upheld to optimal realization. The GoM commits itself towards managing its key stakeholders across the social, political and economic divide to reach this goal. These stakeholders include Government, Civil Society Organizations/Non-Governmental Organizations, Development Partners, the Media, Academia, the Publics,

Table 2: List of Stakeholders working on TIP in the country and their roles.

STAKEHOLDER	ROLE
Government	Provide overall support and guidance on TIP; Support a conducive and supportive policy and legal framework to support TIP; Allocate budget to the MoHAIS and TIP Fund; Develop infrastructure to support TIP activities; Facilitate development of relevant policies to support TIP; Support awareness and sensitization on TIP
CSO/NGO/Development Partner	Support with advocacy on TIP; Mobilize resources to support implementation of activities on TIP; Support visibility of efforts towards TIP
Media	Information dissemination Documentation of practices
Academia	Dissemination of research findings Integration of TIP in curriculum
Faith Based Organizations	Mobilizing faith groups to disseminate information
Workers/Employees	Attend TIP related sensitization and awareness activities Attend training
Private Sector	Participate in partnerships with public sectors and NGO/Development partners Attend TIP related sensitization and awareness activities
Business Owners-Transporters, Farmers	Attend TIP related sensitization and awareness activities Orientate and train staff on TIP
Community	Mobilize to fight against TIP Support activities on TIP Report TIP

6.0 Problem Statement and Theory of Change

Available anecdotal evidence shows several challenges that are reversing progress in the promotion of human rights and address of trafficking in persons in Malawi. These challenges could be categorized into three or four key areas as elaborated below:

6.1 Service delivery:

- Lack of shelter to accommodate victims that are rescued from acts of human trafficking;
- A weak referral mechanism;
- An underfunded TIP Fund;
- Poor victim support services;

6.2 Systemic issues:

- A weak criminal justice system that is incompetent, unethical and fraudulent on the social socio-economic system;
- Weak reinforcement of the Law;
- Custodians of the law not aware of the very human rights they are promoting and the associated penalties;
- System aided corruption/aiding and abating;

6.3 Programmatic:

- Poor and uncoordinated advocacy efforts;
- Poor coordination among partners;
- Poor reporting mechanism, including absence of a hotline;
- Escalating with reported growing gap between the rich and the poor;
- Limited knowledge about the definition of TIP, forms of TIP and in general, what constitutes human rights and penalties

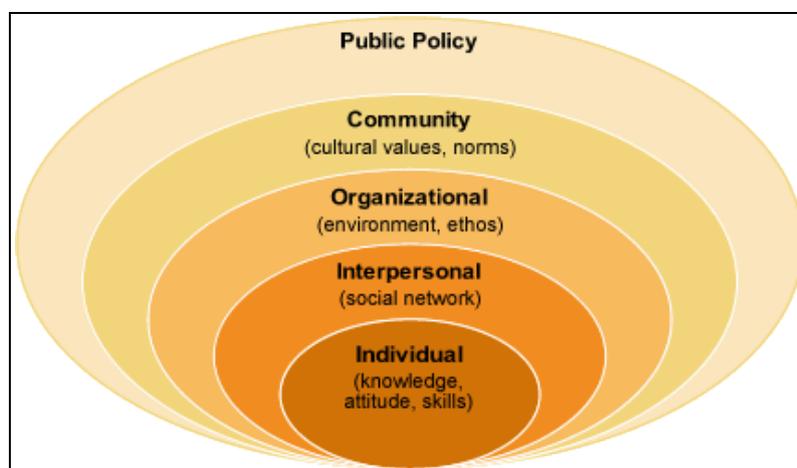
It is the arrangement that the communication strategy attends to address some of the above challenges in efforts to curb TIP. The strategy attends to achieve this using communication theory that is discussed in the subsequent chapter

7.0 Socio-Ecological Model

The National Communication Strategy on TIP has adopted the Socio-Ecological Model as its theoretical framework, providing a comprehensive approach that addresses four key domains for social behavior change communications (SBCC) interventions: the enabling environment, the services towards the community, and the individual/family. It also addresses the relevant communication aspects within the Combination Prevention Framework. The Socio-Ecological Model has been adopted by key development partners in the social development/social protection sector, including the United Nations, as its global communication model. The social ecological model framework will help the users of this communication strategy to understand factors that affect behavior and also provide guidance to motivating action against TIP at national, sub-national and community levels. The Social Ecological Model emphasizes and recognizes multiple levels of influence and the idea that behaviors both shape and are shaped by the social environments. This model therefore directly assists and guides communication on TIP bearing in mind that TIP is happening in some parts of Malawi and that its reduction is dependent on several levels of influence that exist among populations.

It is therefore, important to recognize that at each level of influence, the specific audiences relevant to that level should be engaged, provided with correct messages with clear calls to action, as well as information relevant to the topic itself. The illustration below details key areas that the model categorizes as key in influencing changes in behaviours and practices at all levels. These are the policy level at which laws and regulations are made; the community where all cultural values and norms are at interplay with the community and the individual; organization, which is the environment that forms the society in which community groups or individuals reside; the interpersonal aspect, where individuals interface with each other and form social capital and networks and the individual level where knowledge, attitudes and skills are key for making decisions on behaviour adoption and change.

Table 3: The Socio-Ecological model and the four levels at which social and behaviour change is influenced.



7.1 Audience segmentation

Audience segmentation is fundamental in communication campaigns to influence individual and social change. Segmenting the audience into smaller sub-groups will enable the campaign to have tailor made messages that will address specific target group's needs for impact. Audience segmentation will also help to choose the right communication channels that will effectively reach each target audience.

Based on the multi-level analysis of influencers of trafficking, key problems that are drivers of TIP will arise from household, community and policy levels. The audience segmentation below provides an analysis of specific audiences within the multiple levels of influence and how they affect trafficked persons. This information will enable us to understand these influencers to carefully determine the priority groups that must be targeted if the practice were to be curbed.

7.2 Primary target audience

The primary target audience is defined as people who are directly involved in TIP. These included children from ages 11 -15 who are both in school and out of school; the youth; vulnerable and marginalized populations; household heads/parents or guardians. These are often than not, the victims of TIP and require more attention with communication interventions and activities if the practice were to be curbed. They are all living in communities and living in the same social construct, economic and political environment. The communication strategy takes cognizant that these populations could either be in urban or in rural communities, albeit there are more cases in the latter than the former. In addition to this, the communication strategy considers the perpetrators of the practice as primary target groups. These include business owners in the hospitality and agriculture sector. Diagram below represents how from the same practice both perpetrators and victims at the receiving end could be targeted to curb the practice.

7.3 Secondary target audience

The secondary target audience includes frontline government officials who are duty bearers of human rights. These include Police, immigration officers; gender officers; social welfare officers. It is noted that by nature of their profession, these cadres are pivotal to curbing of the practice as they are government entrusted cadres to attend to social protection issues, including migration and trafficking. In addition to this, local leaders and the District Executive Council are also part of the secondary target audience for being directly involved with improving the welfare of the primary target groups. In addition to this, parents/ household heads are also considered as secondary target groups.

7.4 Tertiary target audience

Tertiary target audience constitutes stakeholders and duty bearers that hold responsibility and accountability to achieve SDG4 and thereby are in control of the various factors that indirectly affect victims of trafficking in persons. These factors comprise policy, infrastructure and social inequities.

8.0 Communication Messages on TIP

While this strategy provides key and support messages for all audiences and additional support messages, it is important to acknowledge important themes that each message design process has to consider as well. Looking at the results of TIP campaigns that have been implemented in other Countries in Africa, there are some key lessons learned about developing strong and responsible messaging around TIP for different audiences.

Table 3: Matrix of Communication Messages

#	Audience	Communication Objectives	Message
1.	School and out-of-school children (aged 11 years and above)	Know about human rights; Know that TIP is a crime; Should know where they are going all the time; Report suspected TIP	Human rights are fundamental and inalienable; TIP is a punishable crime globally; Do not join strangers even if they sound friendly; Always report any suspected strangers in community;
2.	Frontline officials (Immigration, Gender Officers, Social Welfare Officers, Police, Protection Officers)	Create visibility for TIP; Support TIP Fund; Enhance coordination among players; Know human rights/TIP Have full knowledge of the law on human rights; TIP and its related offences and penalties To possess skills to adequately handle cases;	Lobby for support and funding for TIP programs; Conduct special fundraising efforts for TIP Fund; TIP Fund is critical for support of TIP related activities; Know how to interview and refer TIP victims
3.	Local /community leaders	Support communities that know rights and TIP; Support formation of by-laws; Work with law enforcement officers on TIP;	You are community gatekeepers on law; be vigilant against TIP; Being duty bearers, local leaders should address TIP;
4.	Media	Have knowledge of TIP; Knowledge about laws/offences/penalties Raise awareness on TIP; Create visibility on TIP	Definition of TIP; TIP is manifested in an number of ways and not one; Crimes against TIP are heinous, globally and have serious penalties; There is need to make Malawian aware that TIP exists and it's a crime;
5.	Stakeholders at national, subnational and community levels; Civil Society Organizations	Promote awareness on TIP; Improve visibility of TIP; Enhance coordination among various partners	Lobby for support and funding for TIP programs; Conduct special fundraising efforts for TIP Fund; TIP Fund is critical for support of TIP related activities; Know how to interview and refer TIP victims

#	Audience	Communication Objectives	Message
6.	Young men and women	To have knowledge of human rights; To know TIP and its forms; To identify tip and be able to report; To be vigilant and join efforts to curb TIP;	Always know that it is your right to question any nature of contract or business arrangement; Always make sure you have an idea where you are going before you start off; TIP is a crime and has landed many people into serious consequences;
7.	Vulnerable groups (people with albinism; tenants, children and women)	To have knowledge of human rights; To have knowledge of abduction and TIP; To know where to report any suspected TIP;	You have the right to live! No one has the right to abduct, harm or injure you; Anyone taking advantage of you by illtreating you on basis of being different should be reported to authorities; Never trust walking or staying alone! Stay with company and report any suspicious people around you;
8.	Parents/Household heads	To have knowledge of human rights; To have knowledge of TIP; To know TIP is a crime punishable by law; To know offenses around tip and penalties against them; To be able to advise children against joining strangers	Parents have a role to take care of families including children; TIP is a crime and before jumping on work opportunities check with authorities; It is against the law to offer children to work in farms or houses for money; TIP is a crime punishable by law;
9.	Business people in hospitality and farming enterprises	To have knowledge of human rights; To have knowledge on TIP, its forms; To be aware that TIP is a crime punishable by law; To have full knowledge of labour laws and implications of not following; To know penalties towards violation of law;	Always have knowledge of labour laws before employing people; TIP is a crime and punishable by law; There are stiff penalties against TIP offenders;
10.	Government/development partners	Create visibility for TIP; Support TIP Fund; Enhance coordination among players; Know human rights/TIP Have full knowledge of the law on human rights; TIP and its related offences and penalties	Emphasize joint planning of activities on TIP; TIP fund is pivotal for the success of activities in TIP; Promote programs promoting the law and human rights;

9.0 Communication Approaches and Strategies

The implementation of the communication strategy for trafficking in persons in Malawi will be done at different stages while recognizing the presence of various organizations and institutions that work at different levels. Considering that the programs are both at national and sub-national levels, different organizations need to recognize how important it is to use this strategy and design effective awareness, sensitization and advocacy programs. In collaboration with the national task force, organizations implementing localized programs on trafficking in persons need to work together with the National Coordinating Committee on Trafficking in Persons (NCCTIP).

For the effective implementation of the strategy, there is need to embrace and recognize the role of the interlinked communication strategies of advocacy, social mobilization, social and behavior change communication (SBCC), capacity strengthening and monitoring research and evaluation. No one single approach or intervention would work for all the target groups being attended to in the communication strategy, hence the need to use a mix of approaches.

9.1 Advocacy

Advocacy is an important component of the strategy to mobilize political commitment and policy change that would enhance positive behavior change. By strengthening advocacy, more resources will be committed towards TIP. This would scale up the provision of interventions and services towards TIP, and consequently, relieve the burden of pressure on the service delivery, systemic and programmatic challenges.

The advocacy programs will also be undertaken to empower, at subnational and community levels, a brand of local leaders that engage the District Executive Council and its various social development arms on TIP reduction programs in their respective areas. Local leaders have the authority to engage various players, set up by-laws and report any violation of human rights to the police and other adjudication authorities.

9.2 Social / Community Mobilization

Social /community mobilization will be initiated to empower communities to be vigilant, identify and report any manifestation of trafficking in persons. This approach will ensure that civil society, non-governmental organizations, community-based organizations, religious groups, and the private sector are part of the programs. Some of the components of the mobilization will involve community engagement. Considering that TIP is a complex issue both technically and culturally and the best approach for discussing all those issues is through interpersonal communication at community level—small group discussions, leaders' fora, targeted video-based discussions, and so forth. Interpersonal communication strategies at community level will inform local stakeholders of the issues and implications, including penalties against perpetrators of trafficking in persons; and empowering them to make more informed decisions collectively and individually.

Since children are among the vulnerable groups that often fall prey to TIP, the communication strategy considers school-based activities on TIP as a gate-way to share knowledge, skills and motivate a growing population of children that are empowered to identify, resist and report TIP. As such, the communication strategy will support school-to-home approaches, since its proven that what pupils learn in school, is often shared with guardians and household members in the community.

The community or social mobilization will have to be very closely coordinated with the mass media roll out in order to create a synergistic effect of exposing the Publics to a wide variety of communication approaches but all carrying consistent, clear and action-oriented messaging around TIP. This will require a highly coordinated effort by available structures including NCCTIP at national and sub-national level players including office of the DC, Gender and Social Welfare, Immigration Officers, Police, Victim Support Units (VSUs); at national level, international, national and local NGOs and CBOs, and local stakeholders mandated to address TIP.

9.3 Social and Behavior Change Communication (BCC)

Social and Behavior Change Communication (SBCC) will also be part of the strategy to help individuals and communities gain the knowledge to improve their understanding of the TIP. In order to reach out to various groups of people, there is need to use multi-media communication channels that will help influence changes in people's knowledge, attitudes and behavior. Additionally, other approaches for SBCC will be in the form of a multimedia entertainment-education campaign that can carter to simplify complex issues, as TIP has socio-economic, legal and policy issues.

The communication strategy will rely on the following approaches to achieve the above results:

- a) **Advocacy:** This will include providing information to and seeking support of decision-makers, both within and outside the community, to promote support towards curbing TIP in Malawi. At sub-national level, Social Advocacy will be conducted to mobilize local level leadership to endorse and develop mechanisms to ensure that the perspectives, concerns and voices of children, women and men from the community (especially the marginalized), are reflected in upstream policy dialogue and decision making.
- b) **Awareness and Sensitization:** This will increase knowledge, comprehension and aim to change attitudes through formal and informal learning environments. This will also help to provide objective facts on mixed migration and prevention of trafficking in persons

- c) **Community Mobilization:** This will involve the community actively participating in the communication strategy implementation; important for bringing together communities to discuss issues of TIP in a localized way, creating a platform where communities can come up with tailor-made solutions to address TIP in their communities. Communication interventions are the activities that will generate the messages and content that help catalyse behaviour and social change. Depending on the channels being used and the strategic guidelines, interventions will vary. In this case, mass media channels, for example, will employ use of testimonial campaigns while for traditional channels like community theatre or dialogue groups, these will include role play, figureheads, incomplete stories, and other techniques.
- d) **Capacity strengthening:** This will impart or enhance skills and capacity for first-line officials (duty bearers) who have the boots-on-the-ground to handle cases on TIP.
- e) **Partnerships and Coordination:** This will include encouraging different groups or associations, within or outside of the community, joining and working together to network and collaborate against TIP.
- f) **Mobilization** of the public and private sector for social responsibility towards the children and the communities from whom they have profited
- g) **Partnerships with the mass media** to create awareness and catalyse public debate on a large scale

Table 4: Matrix of Communication Interventions, Objectives and Indicators

#	Intervention	Objective	Indicator
1.	Advocacy	Branding and repositioning of TIP and NCCTIP	Branding plan and repositioning strategy developed and implemented
		Advocacy campaign on TIP	<ul style="list-style-type: none"> # of stakeholders who attend campaign # of high-profile persons attending campaign
		Develop and launch TIP Communication Strategy	TIP communication strategy developed and implemented
		Commemorate International Day Against TIP	<ul style="list-style-type: none"> # of stakeholders who attend International Day against TIP # of high-profile persons attending International Day against TIP
		Produce and disseminate Advocacy Toolkits for decision makers, business leaders, faith leaders, traditional leaders	# of copies of advocacy kits disseminated
		Launch and disseminate NPATIP (2017-2022)	<ul style="list-style-type: none"> # of stakeholders who attend launch # of high-profile persons attending launch
2.	Social and Behaviour Change Communication (SBCC)	Roll out awareness campaign on TIP	# of people (general public, clients or perpetrators or traffickers) reached by gender and age
		High volume air play of radio spots addressing TIP	# of radio spots by type addressing TIP issues
		Integration of TIP issues through school-to-home approaches in primary schools	% of in school and out of school children reached with messages
		Low literacy friendly take home materials	# of take-home materials produced and disseminated
		TIP songs, videos, discussion guides, message briefs	<ul style="list-style-type: none"> # of copies of songs, videos, discussion guides and messages briefs; % of population reached with songs, videos, discussion guides, message briefs
		Mass media (radio, television platform) including community filming	<ul style="list-style-type: none"> # of radio, television and community filming sessions % of population reached with messages on TIP

#	Intervention	Objective	Indicator
3.	Community Social Mobilization	Community mobilization tool kit targeting affected communities and non-affected communities; boys and girls; men and women and peers;	# of copies of community mobilization tool kit disseminated % of population reached with messages in kits
		Popularize TIP Act 2015 through community focused activities e.g. theatre, social dialogue and key informant meetings	<ul style="list-style-type: none"> # of TIP Act 2015 copies distributed % of targeted population aware of key provisions of Malawi TIP Act 2015
		Local and faith leader meetings to form TIP by-laws for communities	# of communities with by-laws Quality and reinforcement of by-laws
4.	Capacity Strengthening	Work place interventions (orientation and training) targeting business owners in the transport, hospitality and agriculture sector	# of private sector players oriented on TIP and NPA-TIP # of transport and hospitality industry service providers trained <ul style="list-style-type: none"> # of cases identified and referred from the transport and hospitality industry
		Train service providers to identify and report suspected or actual cases on trafficking especially about people with albinism and orphans and other vulnerable children at risk of exploitation	# of service providers trained <ul style="list-style-type: none"> # of cases reported by trained service providers
		Develop and disseminate Code of Conduct for transport, agriculture and hospitality industry	# of copies of code of conduct produced and distributed by type
		Mainstream TIP education in training curricula of professional education institutions e.g. Police, Immigration, Social Welfare and Gender Officers	TIP education curricula mainstreamed
		Sensitize border control structures and communities on TIP	# of border control structures and communities sensitized
5.	Media Engagement	Develop and update resource-based website to cover TIP issues	Resource based website developed

#	Intervention	Objective	Indicator
		Train media houses on Malawi TIP Act 2015 and on-going TIP issues	<ul style="list-style-type: none"> • # of media houses supported with literature and reports on TIP issues • # of media personnel trained # of media houses reporting on TIP and issues
		Print and distribute media kits for journalists	# of media kits produced and distributed by type
		Conduct press briefings on TIP	# of press briefings conducted
		Conduct media visits to appreciate and report TIP	# of media visits supported to report tip # of articles/blogs/on TI

10.0 Capacity Strengthening

Capacity strengthening around competence to deal with the SBCC implications of TIP needs to happen at all four levels of the Socio-Ecological model.

10.1 Systemic Level: At the enabling environment level there needs to be advocacy to bring all key stakeholders and gatekeepers up to speed on the latest evidence around TIP, its definition, issues, and priority messaging; and to have them understand where and efforts to address TIP at national level, fit into the larger global, Africa, SADC and Malawi policy and legal framework. At the district level, the Immigration, Police, Gender Focal Officers, Social Welfare Officers, Police, DEC, Local Authorities need the skills and information to coordinate (if not to develop, which requires different skills) comprehensive awareness, sensitization and behaviour change activities against TIP, building on the processes, messages, and approaches identified in the national strategy. This involves the capacity to coordinate a wide range of local partners, including civil society, traditional leaders, local businesses and high-volume employers, and the large networks of CBOs working on TIP prevention programs.

10.2 Service Delivery Level: At service delivery level, job training and provision of job aids and client materials will be required to help all duty bearers better understand the theory, practice, and service required on site in shelters that host victims that are redeemed from human trafficking. Specific training to be offered to the following cadres: Immigration, Police, Gender Focal Officers, Social Welfare Officers, Police, DEC and local leaders.

10.3 Community and Individual Level: At the community and individual level, there needs to be the capacity within CBOs and local community structures to facilitate informed discussion and social dialogue around TIP, as a way of opening up and coming up with community-based solutions and actions to combat TIP. These stakeholders include local CBOs, traditional leaders, FBOs, traditional initiators, and various informal groups – youth clubs, mothers’ clubs, etc.

11.0 Partnership and Collaboration

Communication interventions and its related activities to support on combating of TIP are a multi-dimensional and with contribution of a number of partners at the national, sub-national and community levels. In particular, Social and Behaviour Change Communication (SBCC) strategies in the National Communication Strategy on TIP can only be effective if they are implemented by diverse partners capitalizing on their strengths and competitive advantage in the SBCC and Social Protection sectors, and the whole array of partners contributing the Strategic Development Goals #5, 8 and 16 #4. In order to be successfully implemented, there is need for effective collaboration of all implementing partners and key stakeholders at all levels--national, sub-national and community levels. This will help to enhance exchange of bi-directional knowledge, sharing of skills, integration and joint planning and review to delivery quality on shared cost basis.

The list of partners to support coordination of TIP includes but is not restricted to MoHAIS, the National Coordination Committee on Trafficking in Persons (NCCTIP) and other government departments and agencies working in the social and health development sector, nongovernment organizations and community-based organizations, traditional community units or tribal leaders, international partners and donors, private sector organizations, faith-based organizations, medical organizations and associations, strategic communication practitioners, including, script writers, designers, advertising and public relations experts and journalism groups. The coordination needs to be driven by the lead government body overseeing implementation of TIP interventions in Malawi: MoHAIS and NCCTIP.

The existence of the NCCTIP provides a great opportunity for a network of partners to channel and amplify their voice against TIP, to leverage on each other's strengths and competitive edge to address the complex nature of trafficking in persons. The NCCTIP remains the structure that will drive coordination and help forge partnerships between MoHAIS and the various stakeholders working on TIP.

12.0 Monitoring and Evaluation

A strong monitoring and evaluation framework are needed to measure the success of the National Communication Strategy for TIP. While the monitoring aspect will track progress of implementation of every activity that has been developed and routinely tracks a program's activities, the evaluation component will measure outcomes and impact that are closely linked with the key objectives.

It is widely known that evaluation is used to assess the overall effectiveness and outcomes of the strategies, and within this communication strategy, the focus will be on the changes in knowledge, attitudes, beliefs and behavior based on the individual and community responses through research and other data collection methodologies.

The monitoring and evaluation shall be coordinated by the MoHAIS while various program implementers may use their own monitoring systems while also acknowledging and complimenting to the already developed indicators. All organizations will therefore be required to use the indicators outlined in this strategy besides those that they are interested in.

13.0 Appendices

13.1 Terms Of Reference For Communications Committee

The Communications Committee on TIP will be formulated as a sub-committee to the National Coordination Committee on TIP in order to facilitate effective management of the Communication strategy on TIP and development and quality assurance of content and materials for TIP programmes.

a. Roles and Responsibilities

The Committee will be responsible for the following:

- i. Facilitating content development, pretesting and editing of IEC, training and Knowledge Dissemination materials
- ii. Providing advice and contribution to the NCCTIP on development and implementation of communications and knowledge dissemination policies, strategies and plans
- iii. Providing technical advice on Communications and Knowledge Dissemination budgets
- iv. Providing advice on Communication Strategy use to stakeholders
- v. Ensuring consistency, accuracy and transparency
- vi. Monitoring and providing advice on development and implementation of knowledge management strategies and plans
- vii. Supporting identification of gaps including training needs
- viii. Facilitating pretesting of communication materials
- ix. Ensuring that activities and plans are covering all relevant components of the Communications Strategy
- x. Reviewing proposed TIP awareness activities

13.2 Terms Of Reference For The Communications Desk Officer For NCCTIP

The Communications Desk Officer will support the NCCTIP in coordinating and managing the operationalization and implementation of the TIP Communications Strategy. S/he will be from the Ministry of Homeland affairs, working in the Public Relations section. The Communications Desk Officer will be supervised within the MoHAIS and will work closely with the NCCTIP Coordinator. The Communications Desk Officer will be responsible for the following key tasks:

b. Roles and Responsibilities

The Committee will be responsible for the following:

- a. Identifying communications needs in TIP
- b. Operationalising the overall communications strategy, implementation plans and activities at all levels
- c. Coordinating the development and designing of the TIP Communications' activities
- d. Developing and producing communication products and materials
- e. Distributing, disseminating and sharing information with stakeholders
- f. Collaborating with Government Development Agencies and other relevant organizations in the dissemination and provision of information
- g. Managing Communication and media consultancies and assignments
- h. Organizing training programmes and workshops
- i. Preparing workplans and budgets for Communications and Knowledge Dissemination activities
- j. Creating and managing a TIP Information Corner
- k. Producing periodic communications reports for the NCCTIP
- l. Facilitating consultative and collaborative interaction between key TIP stakeholders consistent with NCCTIP implementation guidelines and policies
- m. Monitoring and evaluating implementation of the Communications Strategy on TIP in collaboration with partners and counterparts

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