

3.8 Awareness raising checklist

The following checklist is offered to support the design of awareness raising material that promotes human rights and gender equality. Further information about designing awareness raising campaigns particularly in the context of counter-trafficking can be found in Section 3 of the [Toolkit for guidance in designing and evaluating counter-trafficking programmes: harnessing accumulated knowledge to respond to trafficking in persons](#) (ICAT, 2016), on raising awareness of trafficking risks and responses.

In awareness raising information, communications and campaign and other material, have you...?	
1. Used legal terms including 'trafficking in persons' and 'smuggling of migrants' correctly and distinctly? 1.1	
2. Checked that any data or other information used is accurate and accurately represented? 1.3	
3. Avoided negative racial, gender, ethnic, national and other stereotypes?	
4. Designed messages that promote human rights and gender equality?	
5. Considered human rights and gender equality risks, and other unintended consequences?	
6. Designed messages that do not stigmatize or discriminate against particular groups of people (e.g. men, women, migrants, minorities)?	
7. Avoided language that excludes any group or words that suggest superiority of one gender over another?	
8. Avoided gender stereotyping for women and men (e.g. women as victims / women as mothers and men as providers etc.)?	
9. Avoided gender stereotyping of men, women and individuals with variations in sex characteristics, diverse sexual orientation and/or diverse gender identities?	
10. Avoided gender-biased language (for instance, male words like mankind to mean all of humanity, chairman rather than chairperson, etc.)?	
11. Avoided using judgmental language?	
12. Avoided using sexualized photos / images / likenesses?	
13. Ensured images are inclusive and diverse, while ensuring they are informed by and targeted to a specific audience?	
14. Applied a 'flip it' test for any material / narrative developed, by replacing the gender of the character to uncover and address any potential bias?	
15. Avoided photos / images / footage that sensationalize violence and exploitation?	
16. Avoided photos / images / footage / likenesses of individuals that could give the false impression that the individual is a victim of trafficking, a smuggled migrant, a trafficker or a smuggler, or at risk of being?	
17. Avoided photos / footage / images / likenesses that place individuals at risk of being identified?	
18. Obtained informed consent of individuals who are identifiable in photos / footage / images / likeness of individuals with the consent of persons portrayed?	
19. Developed and designed material with the participation of representatives of the target audience, giving consideration to gender equality?	