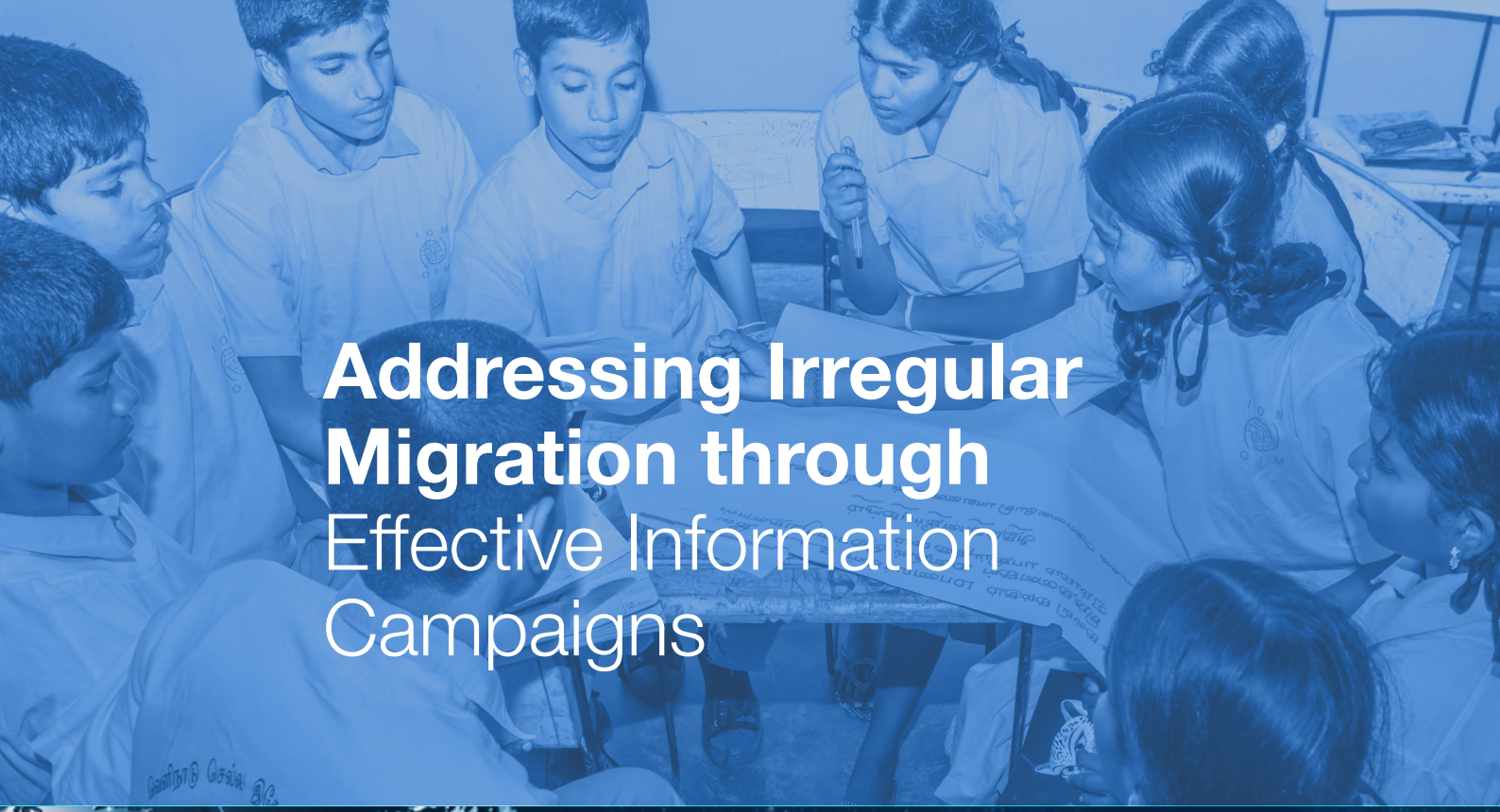

Addressing Irregular Migration through Effective Information Campaigns

The Bali **Process**

on People Smuggling, Trafficking in Persons and Related Transnational Crime

A handbook on creating effective information campaigns related to migrant smuggling and trafficking in persons

The Bali Process on People Smuggling, Trafficking in Persons and Related Transnational Crime (the Bali Process) was established in 2002 and is a voluntary and non-binding regional consultative process co-chaired by the Governments of Australia and Indonesia and comprising over 45 member countries and organizations.

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The Bali Process

Foreword

As population movements through the Asia-Pacific continue to grow, the use of information campaigns to better inform communities and individuals in origin, transit and destination countries about migration related topics are of increasing importance.

Criminal networks are increasingly using new techniques to persuade potential migrants to engage smugglers' services or expose individuals to the risk of trafficking. Traffickers and smugglers also have extensive, informal information networks at their disposal to communicate with prospective migrants. As these techniques become more sophisticated, the use of government led information campaigns to combat migrant smuggling and trafficking in persons are of growing importance.

Effective and innovative information campaigns to combat these techniques are being increasingly utilised through the Asia-Pacific region. These campaigns can advise potential migrants of the risks of irregular migration, change perceptions regarding safer methods of migration, empower migrants with information about how to protect themselves in destination countries, educate the public and promote a more positive image of migrants, and encourage the reporting of suspected trafficking incidents.

Through the successes of these campaigns, valuable experience is being collected and interesting solutions are being developed to better communicate with target groups.

This Handbook on Addressing Irregular Migration through Effective Information Campaigns seeks to highlight challenges, good practices and useful examples, and streamline them into one user friendly, step by step guide to support the development of more effective information campaigns related to people smuggling and trafficking in persons.

This Handbook was developed as a recommendation of a Regional Workshop co-chaired by the Governments of Indonesia and New Zealand in partnership with the International Organisation for Migration (IOM) on Addressing Irregular Migration through Effective Information Campaigns: Preventing Trafficking in Persons and People Smuggling, held in Bali, Indonesia on 19-20 November, 2014.

Workshop participants noted that the "a practical guide or handbook on the design and implementation of information campaigns, which captures the best practice discussions of the Workshop, would be a useful tool or model for Bali Process member states."[1]

The Regional Support Office (RSO) of the Bali Process developed a simplified step-by-step Handbook in support of this outcome. This Handbook aims to assist Bali Process members design and implement information campaigns related to irregular migration.

Lisa Crawford
RSO Co-Manager (Australia)

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[1] Please see Appendix 3 for the full Co-Chair summary of the Workshop.

Introduction

Purpose of this Handbook

The purpose of this Handbook is to provide the tools you need to develop and implement an effective information campaign related to irregular migration. This Handbook will help you to:

- Define your objectives
- Identify your audience
- Develop your messages
- Choose the right communication channel and format
- Measure the impact of your campaign

Who is this Handbook for?

The Handbook is intended for Bali Process members interested in developing or improving an information campaign to address irregular migration. The Handbook will also be useful for Bali Process members who wish to review established practices and strategies for the development of anti-trafficking and people smuggling information campaigns.

This Handbook's Definition of an Information Campaign

Information Campaign throughout this document refers not only to campaigns designed to spread information and increase awareness, but also campaigns designed to promote a specific behaviour or change perceptions regarding a migration related issue.

What is inside?

The Handbook outlines six steps to consider when designing and implementing an information campaign.

Step 1: Getting Started

Step 2: What are your Objectives?

Step 3: Who is your Audience?

Step 4: Developing your Messages

Step 5: Disseminating your Messages

Step 6: Monitoring your Work

For each of these steps, an overview is provided as well as practical tips to help get you started. You can look at each step on its own to strengthen one part of an existing information campaign or all six steps to guide the development of a new information campaign.

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STEP 1:

Getting Started

Before commencing any information campaign you need a clear idea of the problem the campaign is supposed to address and whether there are any other campaigns that might be trying to do something similar.

There are many different aspects to irregular migration and a wide range of related issues that you might want to address. The first step is to think about the issue you want to focus on. Ideally, your campaign should focus on one aspect of the issue you aim to address. The narrower your focus is, the more targeted and effective your campaign will be.

First of all, will your campaign be focused on trafficking in persons or people smuggling? Is your campaign clear about the difference between trafficking and smuggling?

Distinguishing Between Trafficking in Persons and People Smuggling

Trafficking in persons[2]
also referred to as human trafficking, trafficking in human beings or people trafficking – is the recruitment, transportation, transfer, harbouring or receipt of a person by deceptive, coercive or other improper means, for the purpose of exploiting that person. Trafficking can occur within a country or between countries.

People smuggling[3]
also referred to as migrant smuggling or smuggling of migrants – is the facilitated, irregular movement of people across borders for a financial or other benefit.

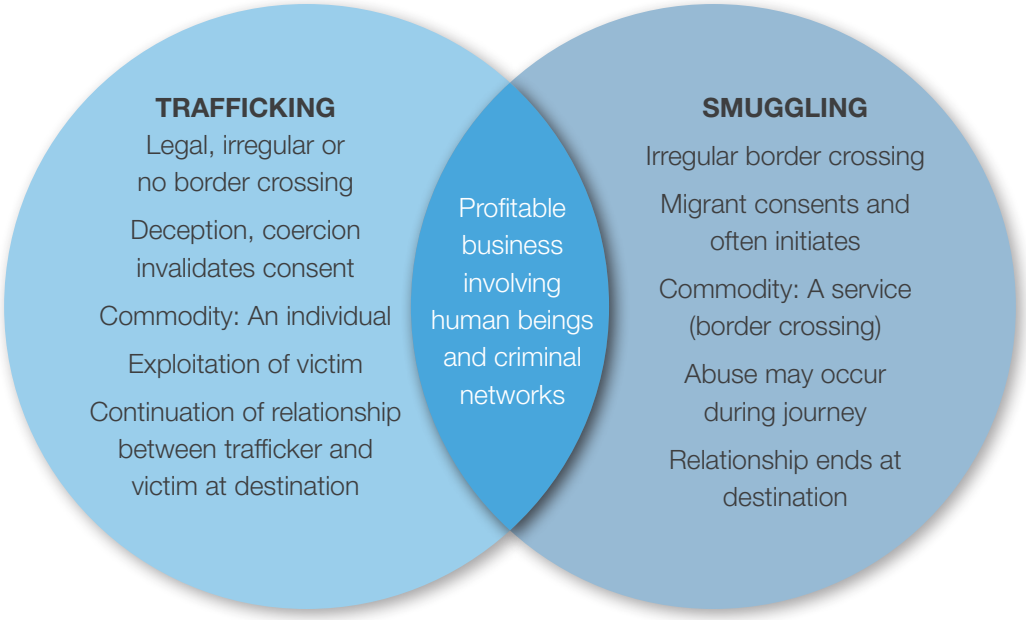
Trafficking in persons is different from people smuggling; however it may be only one specific element that differentiates a trafficking case from a smuggling case. For example consent (of the potential migrants) might be one key element to differentiate the two.[4]

[2] For a full definition please see the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime http://www.unodc.org/unodc/treaties/CTOC/

[3] For a full definition please see the *Protocol against the Smuggling of Migrants by Land, Sea and Air,* supplementing the *United Nations Convention against Transnational Organized Crime* http://www.unodc.org/unodc/treaties/CTOC/

[4] For further information on the similarities and differences between trafficking and smuggling, see the *Bali Process Guides on Criminalizing Trafficking in Persons and Migrant Smuggling.*

Differences between Trafficking in Persons and People Smuggling



Source: Danziger, R. & Martens, J. 2014.

Specific Issues your Campaign Could Address

Once you have identified your overall focus – trafficking in persons or people smuggling – you will want to think about the specific aspect of the trafficking or smuggling situation you want to address.

Potential issues your campaign could address
Raise awareness of the risks associated with migrant smuggling or trafficking in persons
Influence the decision making of family members of potential migrants
Empower migrants with information about how they can protect themselves
Encourage people to report suspected incidents of trafficking or smuggling
Encourage consumers to consider the products they buy (as some products may be produced by migrants who are trafficked for the purposed of forced labour or labour exploitation)
Influence private companies to eliminate trafficking and the exploitation of migrant workers in their supply chains

If you are not yet certain of what issue to address, you may want to choose another starting point for your campaign. For example, you might want to first identify your target audience and then talk to that audience about issues that affect them the most. See the “Who is your Audience?” section.

Initial Research

The research and analysis component is critical to test your assumptions about the issue and define the purpose of the campaign. Ideally, all campaigns will have a strong basis in research and initial studies to inform how you will reach, address, persuade and involve your target audience.

Once you have identified the issue or problem you wish to focus on, the next steps you may want to carry out could include:

1. **Analysing the situation:** What is the overall irregular migration context of the area you are focusing on? What are the pull and push factors associated with irregular migration? Which population groups are vulnerable to targeting and recruitment by smugglers and/or traffickers? What influences decision-making in this context? Are there alternative behaviours you could promote that would solve the trafficking/smuggling issue you face?
2. **Identifying existing and potential partners:** Which organisations and individuals currently work in this field? Can you rely on their experience and advice? What campaigns and resources already exist? How will you avoid duplication? Can you compliment their work or synchronize your efforts? What value could partners bring to your campaign? What might be the challenges of working with them?
3. **Assessing available resources:** What funding is available? Are there free or existing resources you can use? Do partners have resources you can use? Can resources and skills be pooled together? How are other campaigns funded?

Carrying out your Research

In order to analyse the situation you can carry out a number of different types of research. You may want to start with reviewing what previous studies, research, or reports relate to your issue or problem. For example, United Nations (UN) agencies and nongovernmental organisations (NGOs) will likely have studies or reports you can access.

You may also want to conduct your own research if time and resources allow. There are different methods you can use to gather information:

- Focus groups
- Community assessments
- Individual interviews
- Questionnaires

Again, if resources allow, you may wish to carry out a quantitative baseline study, which will enable you to measure the impact of campaign. See the "Monitoring your Work" section (Step 6) for more information.

"Two critical questions in any communication campaign:

What is the obstacle to people believing this risk?

Why may they not take preventative action?"

If you do not have a lot of time or resources to carry out research, even asking some basic questions will help you develop a more effective information campaign.

Possible Research Questions:

- What are the methods being used by traffickers/smugglers?
- What are the current trends and patterns of trafficking in persons or people smuggling?
- What are the push and pull factors associated with irregular migration?
- Which populations are the most vulnerable to targeting and recruitment by smugglers or traffickers?
- Who are victims of trafficking in persons?
- What are the risks associated with irregular migration?
- What (mis)information is used by traffickers or smugglers to manipulate prospective migrants?
- What are local literacy levels?
- What is the current knowledge about the risks related to irregular migration?
- Who or what is the most trusted information source? For example: health centres, village chief, community elders, schools, religious leaders, village gossip, etc. Why?
- What type of media (including social media and traditional media) is most accessible and most popular?

Tip: Community Involvement

Local knowledge is critical in carrying out research, designing realistic objectives, and creating meaningful messages. The campaign design should be done with the direct participation of the community in which the campaign will be carried out. Communities need to be closely consulted to define problems, identify solutions, and suggest which behaviours are possible to change and which are not.

Engaging Existing and Potential Partners

Partners can bring expertise and add value to the planning and implementation of your campaign. Think about which organisations and individuals are currently working on the issue or problem you are interested in. What partners do you have an existing relationship with? Who else might you want to approach? Possible partners might include United Nations (UN) agencies, Non-Governmental Organisations (NGOs) inter-governmental agencies, academics, media organisations, community leaders, and other government agencies. Collaborating with, for example, can be useful to gain insights into potential target communities, gain local knowledge, and understand practices.

“TIP: Consider gender dynamics for all of these questions. Note how the responses may differ when considering males and females then factor this into your planning considerations.”

Consider how you might approach potential partners. What motivates them? What value can they bring to the campaign? What is their preferred style of working? Partnerships are not just about collaboration but about pooling ideas, resources, and skills to create a more effective campaign.

Assessing Available Resources

It is important to be realistic in terms of what can be achieved given the budget and time available. Information campaigns can be costly and labour intensive. See "Disseminating your Messages" section (Step 5) for further guidance. Often there will be financial or other types of barriers that will affect the design and implementation of your information campaign. Take time to research how other information campaigns in your country or in your region are funded. Also think about how partners might be able to contribute in terms of skills and/or financial resources.

"When you start working with your partners, clearly define roles and responsibilities and communicate regularly!"

Regardless of the resources available, it will be important for you to define objectives that are realistic and will allow you to monitor the impact of your campaign.

Research Outline Table

The questions listed in the table below may offer a useful starting point to assist you in developing simple research questions for a trafficking or smuggling information campaign:

Review	What is the problem and how have previous campaigns (if any) dealt with it up to this point?
Potential partners/ other actors	Who is working to address this with information campaigns? What can you learn from this? Who are potential partners in destination and origin countries?
Products to date	What communication activities and/or tools have been created so far? How successful have they been? Are you addressing problems or building on success?
Program	Where would a planned communication campaign fit in relation to other campaigns?
Resources	What is your budget? What existing resources/staff can be utilized? Are there pro-bono resources at your disposal?
Social and behavioural issues	How the campaign address social/cultural/behavioural issues?

Checklist: Have you…

- Identified the issue or problem you want to address? ☐
- Identified existing and potential partners? ☐
- Identified what campaigns /resources currently exist? ☐
- Identified how your campaign fits in terms of other campaigns? ☐
- Identified what resources / staff are available? ☐
- Determined your budget and what is realistic? ☐

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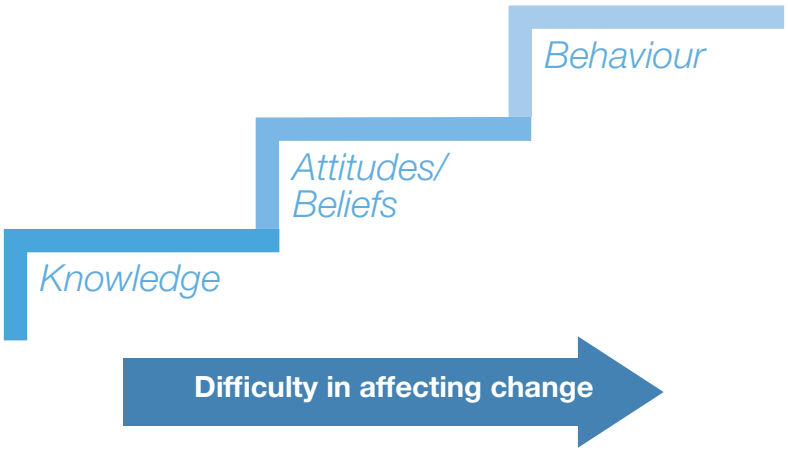
What are your Objectives?

Now that you have identified the specific issue or problem you wish to address and carried out some initial research, you can start thinking about the objectives of the information campaign. Ask yourself: "What change do you want to promote?" Do you want to raise **knowledge** of the issue you are addressing? Perhaps you want to shift **attitudes or beliefs**? Or do you want to change **behaviour**? Information campaigns normally aim to change one of these three elements.

It is important to note that it is usually more difficult to change attitudes and behaviour than it is to simply provide an audience with information. Additionally, you cannot change someone's attitudes or behaviour until the required knowledge is shared with a target audience. As such, it makes more sense to think of this process as occurring in steps:



Many information campaigns relating to irregular migration have focused on improving knowledge or raising awareness among potential migrants in countries of origin about the risks of irregular migration which, in turn, might encourage migrants to consider regular migration channels or remain at home. While awareness raising has been a popular objective of migration related information campaigns, there have been some questions as to whether this is an effective way to change behaviour, especially in contexts where prospective migrants have limited migration options.

Recognise the Limitations of Information Campaigns

Information campaigns must always be part of a more holistic response to addressing issues associated with people smuggling and trafficking in persons. Additionally, it is critical to realise that **raising awareness** about an issue in no way ensures you will **change a specific behaviour of a group.**

You should not assume that a migrant will always act on information provided to them or that the information will play a large part in a migrant's decision making process.

There are instances of smuggling and trafficking where the migrants were well aware of the risks. In these cases the smuggled and trafficked persons had all the information a campaign had been designed to pass on, but they still engaged in risky behaviour and chose the irregular migration options.

“It is important to realise that raising awareness about an issue in no way guarantees you will change a person’s behaviour”

This is a common challenge. For example, think about anti-smoking campaigns. In spite of campaigns warning about the health risks, how many people do you know that still smoke? Anti-smoking messages are visible and the consequences are easy to understand. Anti-trafficking and people smuggling campaigns on the other hand not only explain risks that may seem unlikely for an audience, but the audience may also be receiving other information from sources they trust which directly contradicts your information.

“Information campaigns alone are unlikely to solve an issue They must always be part of a more holistic response to migration management.”

There are several reasons why increased knowledge may not lead to the desired behaviour change.

Why Greater Knowledge may not lead to Safer Behaviour

1. Failure to personalise risk:
Common among youth. if you do not feel vulnerable, you will not act on the information.

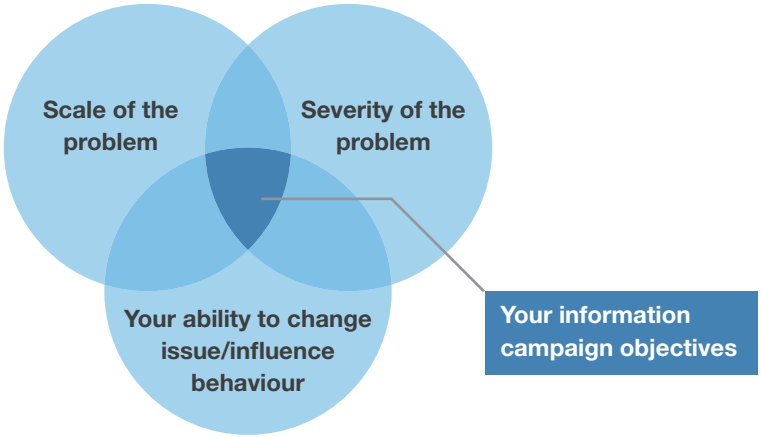
2. Willingness to take risk:
People may understand the risk, but still be willing to engage in risky behaviour to reach a desired outcome (perhaps the outcome outweighs the risk)

3. Inability to act on information:
Factors outside people’s control may result in them not being able to take safer options.

4. Seeing safer behaviour as personally unachievable:
People may believe that they lack ability/willpower/need to act on information about risky behaviour.

Defining Specific Objectives

Once you have decided on your overall objective – **raising awareness, shifting attitudes or beliefs, or changing behaviour** – ask yourself what specifically do you want to achieve? For example, if you want to change behaviour, what is the change that you want to see take place? Be as specific as possible. It is important to break down your objectives into measurable and actionable goals. Ideally, your campaign should focus on **one aspect** of the issue or problem you aim to address. A narrow focus leads to stronger messaging, which will result in a more targeted and effective information campaign.



You will need to be realistic about the outcomes you intend to achieve with an identified time frame and budget. It is also important to think about your objectives in terms of measurable goals because this will help you assess the impact your campaign has had after it has been implemented.

Think about developing objectives that are **specific, measurable, action-oriented, relevant and time-focused (SMART).** See the "Monitoring your Work" section (Step 6) for more information.

Specific, Measurable, Action-Oriented, Relevant, and Time Focused (SMART) Goals:

Specific (simple and clear)

- specific group of people
- a geographic location
- an issue (a behaviour, a skill, knowledge, attitude)

Measurable

- People reached can be counted , their behaviour change can be measured

Achievable & Realistic

- The objective is possible given the circumstances (positive and negative) including the geographic setting, your budget, the socio-economic environment, cultural factors, etc.

Relevant

- The objective must be worthwhile, be undertaken at the right time, and match the trafficking/ smuggling issue you face,

Time-bound

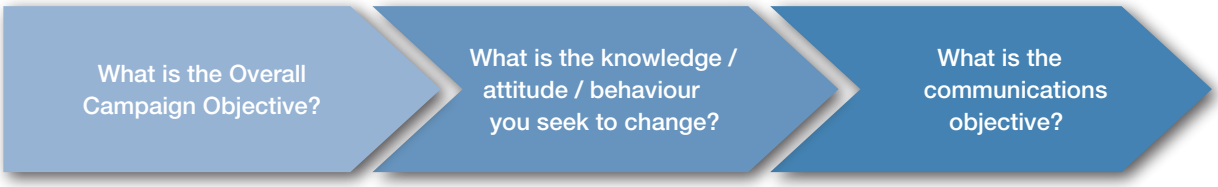
- There is a clear idea of when the campaign will begin and end along with a defined point where you will measure progress from the outset

For example, raising public awareness about people smuggling or trafficking in persons is not an objective in and of itself. Ask yourself, why do you want to raise awareness? Do you want to inform migrants about how they can protect themselves in destination countries, promote a more positive image of migrants, change consumer behaviour, etc.?

"TIP: Objectives should not describe activities but the OUTCOME from the activities"

State a specific objective and then decide how you are going to measure progress towards this objective. 'Stopping trafficking in persons' is a worthy aspiration, but it is not a concrete objective; however, 'changing attitudes about migrants' or 'increasing the number of reported trafficking incidents' are clearer, more targeted, and more likely to be achievable.

A useful way to map out objectives for a counter smuggling/trafficking campaign would be the following:



Questions to ask about Knowledge/Attitude/Behaviour Change Objectives

- What is the overall change you want to promote?
- What does the situation look like now? Ideally, what would the situation look like after your information campaign is implemented?
- How complex is the action or behaviour change you are asking people to undertake?
- What level of commitment is required for the target group to engage in the requested action?
- Will the action you are asking the target group to take be viewed positively or negatively in their communities?
- Do you have the resources to accomplish your identified objectives?

Checklist: Have you…

- Identified the issue or problem you want to address? ☐
- Decided your overall campaign objective? (e.g. raising awareness, changing attitudes / beliefs or behaviour) ☐
- Identified specific objectives that are realistic, achievable, measurable and time bound? ☐
- Developed specific objectives that can measure your campaign's success? ☐
- Considered the resources required to accomplish your identified objectives? ☐

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STEP 3:

Who is your Audience?

Once you have identified your specific objectives, it is important to think about your target audience. Ask yourself, 'who do you need to communicate with to meet these objectives?' A well-defined idea of your audience is a critical factor for the success of any information campaign on trafficking or smuggling.

A well targeted information campaign has the ability to work on two different levels: the **individual level** and the **community level.**

At the **individual level** information campaigns can:

- Provide information and build knowledge
- Influence positive shifts in attitudes and beliefs or question unhelpful norms
- Increase self-efficacy and participation
- Build skills

At the **community level** information campaigns have the ability to:

- Encourage public dialogue and debate
- Support interpersonal discussion and dialogue
- Facilitate inter-group contact
- Improve collective efficacy (group belief in influence on outcomes)

"The 'general public' is not a target audience. The messages you develop must be tailored to the specific communities or individuals you want to reach."

In some cases, you might have several target audiences, but is important to remember that each target audience may require a different communication approach. You will need to break down the targeted audience into the smallest and most homogeneous group possible to ensure your messaging is meaningful to them. If your target audience is too broad, chances are you will not be able to develop a message that speaks to or engages all of them. Media should rarely be thought of as a specific target audience; media is more often a channel to reach an audience.

Who to Target within the Migration Process?

There are a number of potential target audiences, which could be selected based upon different factors including:

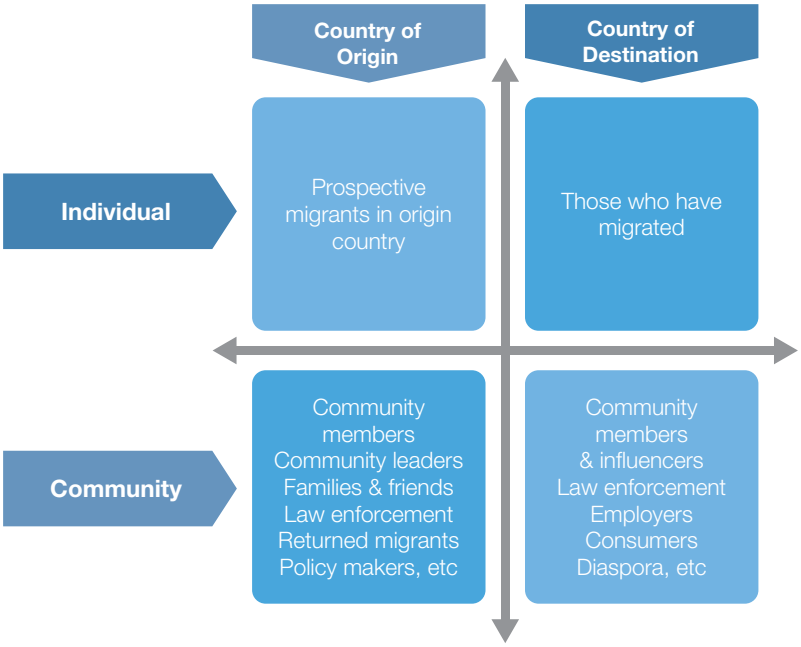
1. An ability to change their behaviour
2. Your ability to reach them
3. Their role as a decision maker or key influencer in the migration process

Who might you want to target as an audience for your information campaign?

Prospective migrants	Migrants vulnerable to being trafficked or smuggled (most frequently targeted)
Migrants in transit or destination countries	Migrants in transit countries may be a useful audience (but their ability to change their own behaviour may be limited) and migrants in destination countries are useful conduits of information to other audiences as well as potentially at risk of mistreatment.
Key influencers	Families/diaspora communities/opinion leaders/chiefs/elders/ religious leaders
Traffickers/ Smugglers	The traffickers and smugglers including employers and brokers
Policymakers/ Practitioners	People with power to influence or implement policies and practices at an international, national, or local level
Facilitators	People with a role in the irregular migration process (e.g. tuk tuk or motorcycle drivers/bus operators/fisherman/border officials who may be co-opted into the process of smuggling/trafficking)
Consumers	Individuals or businesses that purchase products produced by trafficked persons or benefit indirectly from smuggling

People in Origin Countries are NOT the Only Available Targets

Another way to think about your target audiences is to divide them into **individual** and/or **community** levels by **origin** and/or **destination** countries.



** Smuggling information campaigns are slightly different as they frequently target individuals and groups in transit countries.

The majority of migration related information campaigns have focused on raising knowledge or awareness among potential migrants in countries of origin about the risks of irregular migration and trafficking in persons. Bali Process Member States at the 2014 *Regional Workshop on Addressing Irregular Migration through Effective Information Campaigns* suggested that anti-trafficking information campaigns would benefit from a more concerted focus on *communities in countries of destination,* in particular, consumers in destination countries who may support industries which rely on trafficking in persons and labour exploitation.

A "buy responsibly" trafficking campaign directed towards countries of destination

How to Define an Audience:

Once you have identified your audience(s), you might refine your thinking by dividing your target audiences into a **primary** target audience, a **secondary** target audience, and a **tertiary** target audience. This division will give you a more detailed sense of your audience and allow you to create messages for each particular group. This is also a useful way to brainstorm more outreach and influencing methods.

Primary Targets	People who you want to make a decision/change their behaviour.
Secondary Targets	People in a position to directly influence the decisions or actions of the primary audience (similar to 'key influencers')
Tertiary Targets	People with more indirect, yet important decision making roles, such as religious organisations and community leaders. Often their actions are representative of broader social, political and cultural norms, which can help enable the desired behaviour change.

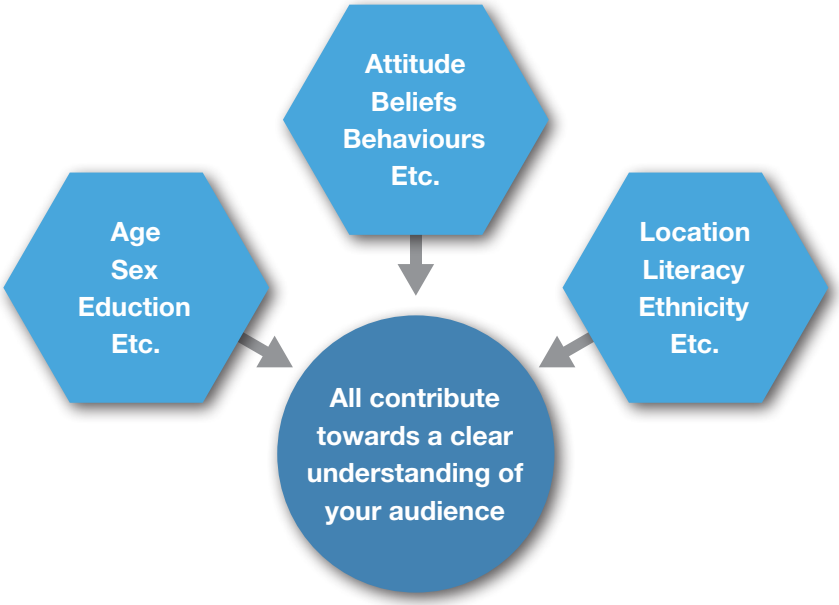
Building a Clear Picture of your Audience

Once you have identified your primary target audience(s), it is important to get to know them. To define your audience, you may want to gather information or carry out research on the following:

- Age and sex
- Language
- Education and literacy
- Socio-economic status
- Motivations and perceptions
- Location
- Ethnicity
- Perceptions
- What else might help you understand your target audience?

Try and gain as much information about your audience as possible to create a clear picture of their aims, motivations, and desires. With this information, you will be able to create a clear idea of what messaging will have the greatest effect upon them.

You might want to group people in your target audience based on their age, sex or levels of education. Or, you might want to group people based on their attitudes, beliefs or behaviours.



This clear understanding of your audience will also enable you to better predict why a campaign may be experiencing challenges and what may be limiting your ability to reach or convince your audience of your messaging. See the "Disseminating your Message" section (Step 5) for additional guidance.

In **Annex 1**, you will find a table that provides some questions you can ask to help you gather information about your target audience.

> *" NOTE: The size of audience reached does not mean a successful campaign. Changing attitudes, beliefs, and behaviour is often a long, difficult process which requires ongoing communications. If you reach 50,000 people with your messages, but they only hear the message once and only 1,000 people find the information relevant, then your campaign has likely failed. "*

Some key point to remember:

- The audience should be as homogenous and small as possible to ensure your messaging is meaningful to them. There is no such thing as 'the general public' and if this is listed as your audience, you should more clearly define who you want to reach.
- Break your target audience into primary and secondary audiences. If you try and target too many different audiences, you may not be able to develop a message that speaks to or engages all of them. If you must have several target audiences, use different messages suited to each.
- Media is rarely an audience in itself. It is a channel to reach an audience.

Checklist: Have you…

- Identified your target audience(s)? ☐
- Divided your audience into individual and/or community levels by origin and/or destination countries? ☐
- Identified primary and secondary target audiences? ☐
- Carried out research to better understand your target audience? ☐
- Identified what barriers might prevent your target audience from changing its beliefs or behaviours? ☐
- Assessed if there are barriers to reaching the target audience? ☐

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Developing your Messages

Once you have selected and gathered information on your target audience, you can begin developing your campaign messages. These messages will need to clearly and convincingly communicate what you are trying to achieve through your information campaign.

“ The key message is the #1 thing you want people to understand, believe or do.”

How do you Create Good Messages?

Good messages need a solid foundation built on your understanding of the issue or problem, your specific objectives, and your target audience (see “Getting Started” “What are your Objectives” and “Who is your Audience” if you need to review these sections).

Good Messages Are: Strategic, Trustworthy, Simple and Contextualised

Strategic Messages

To create strategic messages, ask yourself: “What does the target audience really need to know?” Focus on the issues that affect them the most at a level that resonates with them. It is better to focus on simple, achievable actions. For example, being told to “Stop Trafficking” is not as effective as telling people that some of the products that they can find at their local store have been produced by people working in exploitative conditions.

Good messaging explains in clear terms (and in the appropriate language for the target audience) the action you would like your audience to take or information you need them to retain in an engaging way. It should reflect your audience’s beliefs and concerns so they are interested in taking the action for their own benefit.

Trustworthy Messages

It is important your message is balanced. Overtly negative messaging which focuses only on migration risks are often less effective as these messages can be seen as less credible. If a campaign is designed to stop people from migrating, it is unlikely to resonate with your target audience. Use verifiable facts that are supported by evidence. This will help you gain the respect and trust of your audience.

A good Message is Simple

Keep language simple and avoid using jargon (technical language) or complex statistics. Think of simple ways to communicate your campaign objectives and keep the messages short and clear. A key message should include only one clear concept.

Contextualised and Relevant Messages

The initial research of your campaign outlined in Step 1 will assist you in determining the correct level of complexity, social/cultural focus, and the domestic challenges that your key messages should take into account.

To effectively engage people, your campaign must be relevant to them. For example, you can capture personal experiences through storytelling. Community theatre, comic strips, soap operas, and radio dramas are all common formats used to share key messages in an entertaining, appealing way. See "Disseminating your Messages" section (Step 5) for more information.

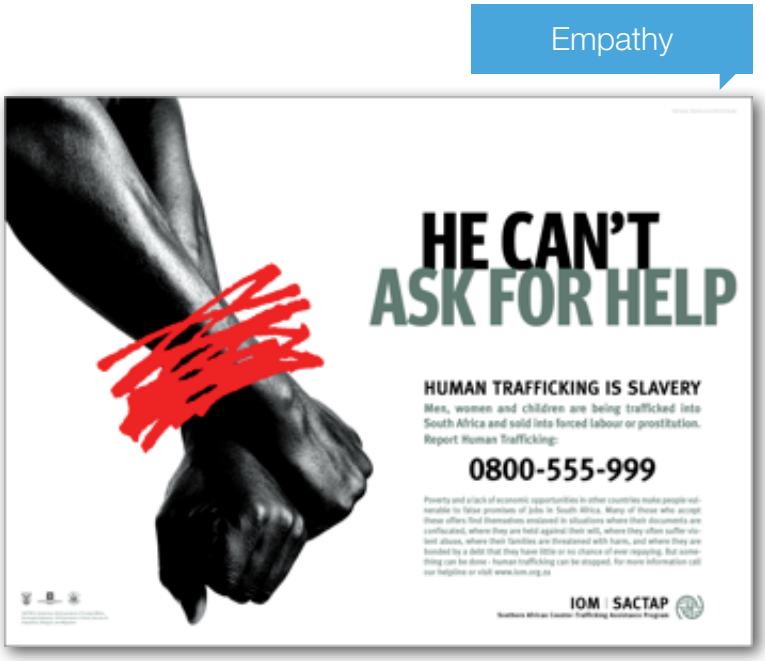
Keeping your Audience Interested: Stories and Narratives or Fact Focused Messages?

When planning your messages, it is useful to decide whether you will focus on entertaining your audience or providing them with direct facts in a straightforward manner. For example, community theatre, comic strips, and soap operas are frequently used formats to share key messages in an entertaining, appealing way). While not appropriate for every context, it is worth considering whether you whether an entertainment-education approach will be better suited to your specific audience. For example, if you target audience is unlikely to be interested or may not trust direct community service announcements or billboards, you may have more success with a more dynamic interesting method like television series or radio dramas. (See the "Disseminating your Messages" section (Step 5) for more information on dissemination formats)

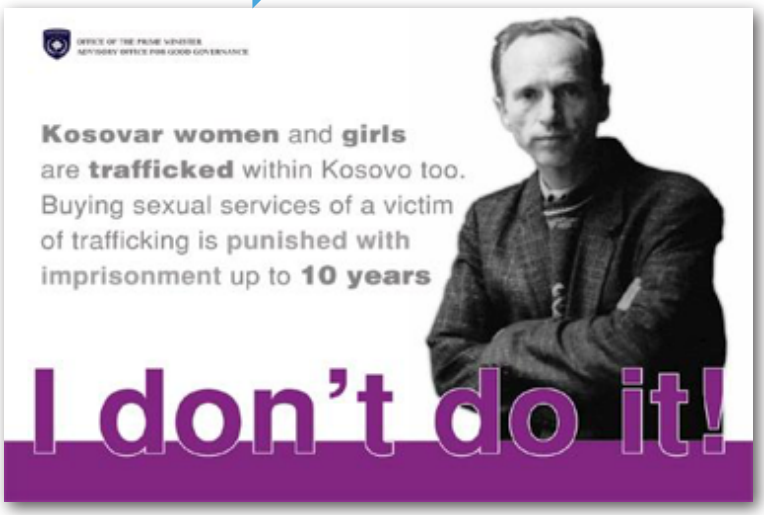
Emotional Prompts in Messaging

There are a wide variety of trafficking and smuggling campaigns that have a number of different messages and rely upon different emotions.

Some of these methods include:



Pride



Humour

The campaign messages above are framed using approaches focused on emotion. Emotions are powerful and can be used to appeal to your target audience. A key message can either appeal to a negative emotion or a positive emotion.

Negative emotional framing appeals to:

- Anger
- Fear
- Sadness
- Guilt
- Shame
- Disempowerment

Positive emotional framing to:

- Happiness
- Love
- Pride
- Self-confidence
- Sense of achievement
- Empowerment

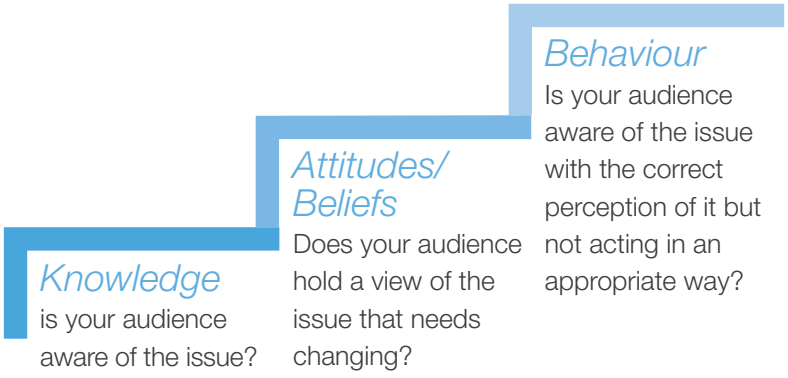
Although both negative and positive emotions are used in trafficking and smuggling information campaigns, there is increasing evidence that suggests positively framed campaigns lead to longer term, sustainable change than negatively framed campaigns. Moreover, overly negative messaging can appear imbalanced and may erode trust and respect your target audience places in the information your key message is providing through your campaign.

Approaches using positive emotions support:

- Believing you can make a difference
- Modelling and reinforcing positive and / or safe behaviours
- Community ownership of and leadership on, problems
- The desire for sustainable solutions

Reflect Your Audience's Level of Motivation and Awareness

While the last step made clear **who** your audience is, when writing messages you also need to think about **what stage** of change your audience is at. This is best thought of through the behaviour change process outlined in the "Getting Started" section (Step 1).



You may want to change an audience's behaviour, for example, but if your audience has little or no knowledge about the issue or problem, you may need to raise awareness first. Depending on which stage your audience is at determines whether your messages should focus on changing their knowledge, changing their attitudes, or changing their behaviour.

This table below can help you determine what stage your audience is at, which will then enable you to begin refining the content of your message.[5]

STAGE YOUR AUDIENCE IS AT	TYPE OF MESSAGES/ROLE OF COMMUNICATION
Unaware of problem/issue	Raise awareness and promote solutions
Are aware and concerned about issue	Outline and identify barriers and benefits to change, recommend solutions
Ready/motivated to change	Use 'calls to action' or action messages while using social peer and community groups to spur action
Trying new behaviour	Give information on how to undertake new behaviour safely/correctly while emphasizing benefits
Have tried new behaviour, are repeating or continuing	Solve barriers and issues with behaviour as identified with first trials, build skills and abilities for participants to continue new behaviour, build community/peer support of adopted behaviour
Using new behaviour over the long term and becoming a promoter or advocate for the new behaviour	Testimonials and reminders

[5] Adapted from: UNICEF, Writing a Communication Strategy for Development Programs, UNICEF Bangladesh, 2013 and Communication for Behaviour Change, The World Bank, 1996, by Cecilia Cabanero-Verzosa p 4 - Figure 2

Some key points to remember:

A good message:

- Meets your specific objective
- Speaks directly to your target audience
- Is based on the best available evidence
- Is balanced and trustworthy
- Is delivered in a way that will resonate with, but also motivate, your target audience
- Is short, consistent, and simple (only one concept, no jargon)
- Is actionable, realistic, and appropriate for the context

Testing Your Messages

One of the most effective ways to ensure your message speaks directly and is relevant to your target audience is to run initial tests and focus groups for your messages on samples of the target audience. While potentially costly and time consuming, testing messages and draft communications materials through participatory activities (focus groups or interviews) followed by feedback and redesign can be a very valuable investment of resources.

Checklist: Have you…

- Considered the stage of the behaviour change process your audience is at? ☐
- Determined if you are developing messages for a story/narrative (entertaining) format or simple, fact based statements? ☐
- Developed a strategic, trustworthy, contextualised message? ☐
- Framed your messages using positive emotions where possible? ☐
- Pre-tested your message(s) with a sample of your target audience? ☐

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Once you have developed your messages, you must carefully consider the best means in which you can deliver these messages to your target audience – these are your dissemination methods (or 'communication channels'). For example, you may want to use any mix of television commercials, billboards, radio programs, social media, print, films, or theatre to communicate with your audience.

It is important to consider all possible ways to reach your audience before choosing one or more dissemination channels. At first, you may think about using traditional methods of communication, such as TV, radio, or print, but there are also less traditional, more interactive ways you can engage with your audience including community theatre, debates, face to face discussions, touring Question and Answer (Q&A) sessions or puppet shows.

Interpersonal or two-way communication (the exchange of information between two or more people) can strengthen your engagement with your audience, especially if you are trying to communicate more complex issues or behaviour changes.

> *"Different messages suit different dissemination channels. What is it you want to communicate?"*

Before selecting your communication channels, it is necessary to look at your research, messaging, and audience to decide how best to reach your audience. For example, you might want to think about:

- Why should your audience pay attention to your information campaign?
- What can your audience gain?
- If you are asking them to change their behaviour, what is their incentive to do things differently?
- Do you want your message to be disseminated in an entertaining manner (e.g. soap operas or film) or an informational manner (e.g. public service announcements or posters)
- Do you want to tell your audience the message directly or do you want them to discuss or debate a problem or issue between themselves?
- Do you want to communicate your message verbally or visually?

The choice of communication channels is an important one and can be difficult and expensive to change once you commit so it is important to weigh the pros and cons of the different methods carefully.

To give you a sense of the different types of outreach methods and their pros and cons this section will progress through:

- A basic breakdown of different communication channels
- A brief review of the benefits of interpersonal communication channels
- A note on mixing communications channels
- And some key questions about communications channels

Tip: Do not choose an outreach method based only on the number of people reached

It is not worth selecting the method with the widest reach if it does not cover or effectively communicate with your target audience. Only initial research and local knowledge will be able to inform what the best outreach methods are. You may be able to reach a large number of people through television, but if your specific audience has limited access to television or is unlikely to find television convincing, it will be a waste of resources you could have used elsewhere. The same goes for large quantities of printed materials in contexts with low literacy.

How do you Best Reach your Audience?

When considering different communication channel(s), you also need to think about who has access to these channels. For example, if you want to reach rural communities, radio might work better than television due to the fact that more people might have radios than televisions. Printed materials might not work if your target audience cannot read.

"If your choice of dissemination channels is limited (e.g. due to expertise or cost) perhaps think about working with partners. See the "Getting Started" section (Step 1)."

You will also need to think about how much your audience trusts the channel or channels you are thinking about using. For example, if you use an untrusted newspaper or radio program, your campaign might end up having the reverse effect.

The table below provides an overview of different communication channels. It outlines some of the strengths and weaknesses of each channel, their cost and adaptability and if the channel is interactive or not.

Characteristics of Dissemination Networks[6]

MORE TRADITIONAL METHODS					
Channel Type	**Reach**	**Type of Message** (simple/ complex)	**Adaptability**	**Cost**	**Is it Interactive?**
Television	Can reach large audiences, although some people might not have access to television. Availability of electricity is important. If power outages are common, you may want to consider a different channel.	More general messages often used as television reaches a broad scope of targets. General information, news or entertainment. Public service announcements can be used for short simple messages. Dramas and soap operas better for complex messages. Engaging and influential.	Difficult to target smaller, specific audiences.	Production and airtime costs can be very high. Buying a television represents high cost, but many can watch television for free.	Call in shows and televised discussions/ debates can be interactive.
Radio	Can reach large audiences, including urban poor and rural audiences. Depends on access and electricity/batteries.	As above, general information/news or entertainment ideal for radio. Radio dramas can convey complex messages.	Wide reach, but radio may have more locally directed programs and frequencies.	Lower production costs than television. More affordable than television for communities.	Call in shows, answering listener questions on air and community outreach shows can be interactive.
Film	Depends upon popularity of cinemas and availability of projectors.	Films are good for complex messages due to time available to work through messages with audience.	Not adaptable once they are produced.	Production very costly with long production time.	Discussions and question & answer sessions following screening can be interactive.

[6] Adapted from: UNICEF, Writing a Communication Strategy for Development Programs, UNICEF Bangladesh, 2013, p. 32-34

MORE TRADITIONAL METHODS					
Newspapers	Large reach for literate audiences. Depends on circulation levels	Specific announcements, technical information, short clear messages.	Not adaptable once distributed, but frequency of newspapers results in ability to provide frequent updates.	Reasonably priced. Advertisements may be costly, but news content printed for free.	May stimulate local discussions.
Posters/ Billboards	Reach depends on effective placement and numbers used	Short messages with visual aids can be effective. Longer complicated messages should be avoided and included in follow on requests from posters (help lines, websites, etc.)	Not adaptable.	Reasonably priced. Quality design and distribution and/or placement can increase the cost.	May stimulate discussions among viewers.
Leaflets and Flyers	Reach depends on effectiveness of distribution.	Can convey complex messages if you are able to reach your target audience.	Not adaptable.	Reasonably priced.	May be shared with others or stimulate discussions.
Posts on Social Media* *This could be considered either traditional or less traditional	Reach highly dependent on access to internet, electricity, or mobile networks but these networks, particularly mobile, are growing. More effective at targeting youth.	Usually simple short messages at first, but can link to more complex material. Often low retention rates.	Highly adaptable, quick and easy to update information and share with others	Reasonably priced but requires staffing to monitor and update material online, which can be costly.	May be effectively shared between targets on social media.
Groups on Social Media	As above	The main purpose of establishing 'groups' such as Facebook groups etc. would be to provide a peer to peer information exchange location for your target audience to share advice and tips	As above	As above but less of a staffing requirement may be required apart from group moderation.	Highly interactive as the groups are designed as migrant-to-migrant information exchange hubs.

LESS TRADITIONAL, MORE INTERPERSONAL METHODS					
Interpersonal Communication (IPC)	Small groups or individuals at a time.	Most effective for specific, complex messages. Engaging and influential.	Interactive with direct feedback.	Medium costs due to staffing and transport	Highly interactive.
Local theater/ puppet shows/ folk media	Small to medium groups, depending on audience size.	Localised messages, emotive, interactive and effective.	Adaptable and interactive.	Low to medium cost, although staffing, transport and props all need to be considered. More cost effective than IPC due to increased reach.	Highly interactive. Community discussion spurred by shows

Tip: Be creative!

You might not need to create your own radio drama or television series. If a popular radio drama or television series exists that your target audience listens to, attempt to partner with the producers and integrate trafficking or smuggling storylines into the program. Seeing how popular characters are affected by, and respond to, a problem might make it easier for your target audience to relate to an issue, change their opinion, or adopt a type of behaviour.

Using More Interpersonal Communication Channels

Another way to disseminate messaging effectively is to involve your audience and/or their social networks. Interpersonal communication often more trusted as a source of information than traditional communication channels. Ask yourself, how does your target audience talk to each other? Who else they talk to? Do they talk to friends, family members, community leaders, NGOs, or women's associations? Are you able to involve your target audience? Who else might be encouraged to participate?

If your objective is to change attitudes or behaviour, think about choosing dissemination channels that are more interactive or interpersonal. Interactive or interpersonal communication channels involving social networks often have a greater impact because the primary and possibly even the secondary

> *"Different audiences will prefer different communication channels. Which does your audience prefer?"*

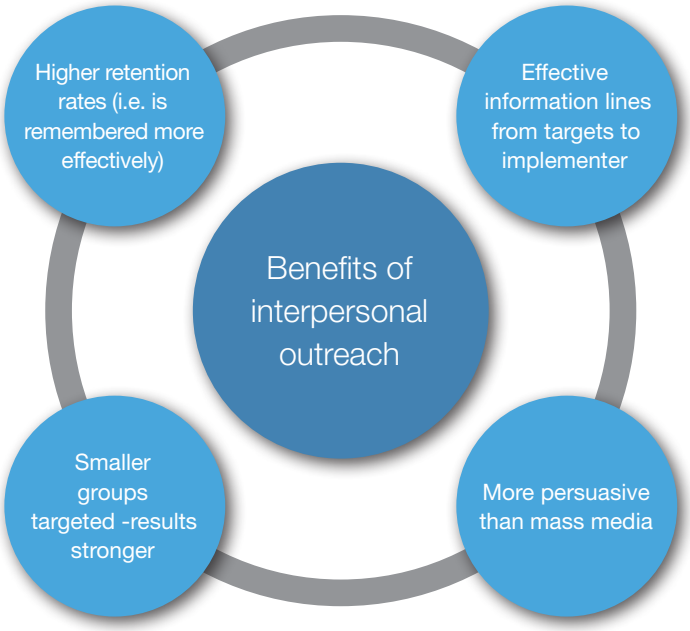
audience is participating in the information campaign. Local outreach centres can be used to disseminate messages through peer groups. Other options include:

- Educational or cultural centres
- Teaching training
- Religious services/centres i.e. Churches, Mosques, Temples, etc.
- Community theatre or roadshows
- Social media

Tip: Radio or television shows are not interactive formats in and of themselves.

But if phone-in opportunities or audience groups are created in conjunction with the radio or television show, an interactive element can be introduced through discussion, feedback, and shared learning. Road shows and community theatre can also directly engage with the audience, as can social media. Your target audience might find new and more interpersonal communication channels interesting and engaging.

There are several benefits to reaching out and involving your audience as well as their social networks.



Different audiences will prefer different communication channels. What does your audience prefer? If your messages are targeted at children, a cartoon or television show might appeal to them far more than a radio drama. It is important to think about what your message is, but also how your package it. Disseminating information that is important, but also entertaining, is more likely to resonate with your audience as they will be more interested in the message(s) you are trying to communicate.

A Mix of Channels is Ideal

Using a mix of traditional communication channels combined with interpersonal communication through informal networks is ideal for stimulating and promoting behaviour change. For example, a poster and print media campaign followed by targeted workshops with audio-visual material and a facilitator to lead discussions on the material will give your audience the most exposure to your key messages. It also allows your audience time to consider the messages. Mass media is also useful for reinforcing messages that may be discussed through less formal outreach methods.

Questions to ask about your Dissemination Channel
What activities/channels are you using?
How does it directly target your audience?
Will your audience be motivated by it?
Is it timely and efficient?
Why will this channel lead to retention and action on messages?

Checklist: Have you…

- Considered the different dissemination channels available? ☐
- Considered the strengths and weaknesses of your preferred channels? ☐
- Decided that the chosen channel is appropriate for the message(s) you want to communicate? ☐
- Checked if your channel is popular with, and able to reach, your target audience(s)? ☐
- Considered how to involve your audience to disseminate your messages effectively? ☐
- Considered using a mix of dissemination channels? ☐

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Monitoring and Assessing Impact

Monitoring and evaluation (M&E) is one of the most important ways in which you can track progress, make improvements, and assess the impact of your campaign. However, as monitoring and evaluation can be costly and time consuming, it often does not receive as much attention and investment as other areas.

Why Monitor and Assess Impact?

Information campaigns can involve a large amount of effort and resources. Monitoring and evaluation can help you build support for ongoing funding and save you time and money by giving you enough information to remove unnecessary or ineffective parts of your campaign. It is a means of identifying what did and did not work and why.

Monitoring and evaluating impact can also help to improve the design and implementation of your campaign as well as other campaigns carried out in similar contexts in the future. M&E is not just for identifying and measuring impact; it is also for providing information for stakeholders (e.g. donors and partners) as to whether the campaign has effectively achieved its objectives.

At What Point Does Monitoring and Evaluation Begin?

You should start to think about M&E during the planning stage, before a campaign begins. In Step , you were encouraged to think about your objectives in terms of measurable goals because this would assist you to assess the impact your campaign after implementation (see "What are your Objectives?" section). Even though you should start planning before your campaign begins, monitoring is an ongoing process. It should continue throughout the duration of your campaign in order to understand if you are reaching the target audience you intended to reach and are achieving the objectives you set out to achieve.

> *"Go back to your objectives to determine what you should measure to gather the information you need."*

First Step: Developing Measurable Indicators

Before starting to monitor or measure the impact of your campaign, think about what it is you want to know. This should relate to the objectives of your campaign and the outcome(s) you have set out to achieve. For example, do you want to assess how many people in your target audience you have reached with your campaign? Or perhaps you want to know if your target audience's knowledge has increased.

Once you have decided what you want to know, you can develop indicators. Indicators tell you that a change has or has not happened. For example, if the aim of your campaign is to provide information about safe migration to a target group, some indicators might include:[7]

- X% knowledge increase within target group about safe migration (increase in knowledge perhaps based on pre and post campaign questionnaires)
- X% of the target audience discussing your campaign message (increase knowledge)

[7] IOM Handbook on performance indicators for counter-trafficking projects

- X% target group who can identify/describe the campaign message (increase knowledge)
- X% target group who took action as a result of the campaign message or contacted a provider of/ for information or services (change attitudes and/or behaviour)

> *“ Monitoring a campaign must begin as EARLY as possible. While this may be the last section of the Handbook it is certainly not the last thing you should consider or implement ”*

It is important to remember that the objective is the broad aim of the campaign – the change you want to effect. The indicator is the way to measure this. Think back to the SMART (Specific, Measurable, Achievable, Realistic and Time bound) Objectives outlined in Step 2 and consider how the measurable part of the objective ties to these indicators:

Examples of SMART Indicators:

An Example of a **SMART knowledge** only (awareness raising) objective:

“Six months on from initial outreach and awareness activity, xx percent of target audience recalls at least 4 of 5 key awareness messages.”

An Example of a **SMART Attitudes** only objective:

“Upon mid-term review XX percent of target audience in XX area believe irregular migration is a less secure option to reach country A”

An example of **SMART behaviour** change objective:

“By the end of the project, there will be in an increase of XX percent in the number of male labour migrants in the target area who discuss the dangers of trafficking in persons with their peers”

Your indicators should be based on specific expected outcomes for your campaign that are *quantifiable* and *measurable.* It is also important to be realistic when developing your indicators and ensure that your indicators reflect what your campaign can realistically achieve given its scale, budget and time frame. Developing these measurable indicators will help you conduct an assessment that will give you the information you need and prevent you from gathering irrelevant information.

> *“ Do not create too many indicators! There will always be a trade-off between an effective use of the resources available and the ability to make informed decisions about overall impact. ”*

In general, there are two types of indicators:

- **Monitoring indicators** – These indicators record what your campaign has developed. For example, the number of people who have heard your radio drama or your message has reached.
- **Impact indicators** – These indicators assesses what your campaign has achieved. For example, the percentage of your target audience who have knowledge of safe migration or adopt safe migration behaviours as a result of your campaign.

Regardless of the type, indicators should be well-defined, quantifiable, and measurable. Do not, however, develop too many indicators as lots indicators will be difficult to track and require more resources. Be realistic and focus on what is most important.

WHAT ELEMENTS CAN BE MONITORED WITHIN A CAMPAIGN?	HOW CAN THEY BE MEASURED?
Response or feedback to campaign media	• Number of attendees, listeners, viewers • Direct feedback • Questions and queries • Requests for further information
Attitudes Perceptions Information Levels Intention to change behaviours?	• Polls and surveys • Individual and group interviews • Group discussions • Focus group testing and feedback
Behaviour adoption	• Has your target audience begun adopting the behaviour you have asked them to? You can measure this by number of direct callers to a helpline, number of visitors to Migrant Information Centre, etc.

Methods to Collect Information

Now that you know what you want to measure and have developed a set of indicators, you need to decide how to collect the information you will need to help you assess the impact of your campaign. Depending on what you want to know as well as the time, budget, and expertise available, there are different methods you can use to gather information:

Quantitative Methods

- Surveys – These are used to collect standardised information from a large number of people in your target group (e.g. people reached/who have seen your information campaign). A survey can also be reproduced to track and assess impact over a period of time.

Qualitative Methods

- Focus groups, interviews, community assessments – Qualitative methods are used to actively involve your target group. Typically participants are members of your target audience and the numbers involved are relatively small.
- These methods are used to collect richer, more in-depth information as to who your information campaign did or did not reach its objectives.
- Attitudes or perceptions are much less tangible and clear and therefore monitoring them is more complicated than monitoring knowledge or behaviour. In depth conversations, focus groups, and questionnaires are common methods used to assess attitudes and perceptions .

Think about the different ways you can collect information for your indicators. Then ask yourself what experience you or your team has in quantitative and qualitative methods. How will you prepare and collect data? What can you realistically do in the amount of time available? Is it possible to survey a large number of people or hold the intended number of focus groups?

You need to have a plan for how you are going to collect your data. You will need to consider:

- Time needed for preparation
- How many respondents you want and how you will select them
- Time needed to collect and analyse your data
- Should you work with partners (e.g. intergovernmental organisation or market research agency)?
- What does your budget allow you to do?

Regardless of whether you choose qualitative or quantitative methods (or both), you will need to spend time carefully developing the questions are you going to ask. Additionally, if other people are going to collect the data on your behalf, it is important to train a data collection team to ensure you get the information you need.

EXAMPLE:

MTV EXIT was interested to learn if people's attitudes about trafficking in persons had changed after watching the MTV EXIT documentary in the Ukraine. To collect information, the project asked sample groups of the target audience if they agreed or disagreed with the following statements:

- Trafficking in persons is not really a big problem in the Ukraine
- Accepting a trafficked person back into the community would be embarrassing
- If those trafficked were poor to start with, at least now they have a job
- People I know don't really care about trafficking in persons
- People who end up being trafficked did so by their own choice

You will see that mainly negative statements were included above, this is due to the fact that some programs have found that asking respondents to rank against a negative statement rather than a positive one leads to more considered answers as people are more likely to agree with positive statements without considering them.

Carrying Out a Baseline Assessment

If time and resources allow, you may want to consider carrying out a baseline assessment. A baseline assessment provides information on the situation the campaign aims to change, which is why it should be conducted before your campaign begins. A baseline assessment provides a point of reference for assessing changes and impact because it establishes a basis for comparing the situation before your campaign starts and after it is implemented. This comparison will allow you to draw conclusions as to the effectiveness of your campaign.

Analysing Data

Collecting information is useless if it is not analysed. Once you have collected your data, ask yourself:

- What does it show about the impact of your campaign?
- What have you learnt that will help you improve the design and implementation of your campaign or campaigns in the future?

Making improvements to your campaign can often be less work that you might think as it might only be necessary to change a small part of the campaign to achieve large results. For example, you might decide

to keep the same communication channel, but choose to adapt the campaign message to better suit your target audience.

If your campaign was a success, you might want to consider additional information campaigns or campaigns on a larger scale. If this is something you think might be useful, consider to what extent your campaign might be relevant at a broader level. Are the issues faced by your target population relevant to other populations? Perhaps your campaign needs to be changed slightly in order to implement it in a different region. You can also use your M&E information to help raise additional funds.

You may also want to think about the different ways you can share the knowledge you have gained about your campaign with others. Other organisations might be interested in your analysis and results and be able to incorporate what you have found to improve their projects. For example, can others learn from how you reached your target audience? Or perhaps the results from your baseline assessment might be relevant? If you think it will be useful to share this information, you can pass on the results and findings informally through direct contacts or formally publish it in a report or on a website.

The Problem of Attributing Change

One common problem with trafficking and smuggling information campaigns is the difficulty of defining whether changes in migration flows, attitudes, or behaviour have been a result of your specific campaign or other factors (e.g. policy changes or other information campaigns). This is especially difficult in regards to irregular migration because of a lack of reliable data and external influencers.

It is important to recognise that information is never delivered in a controlled environment, especially with mass communication. There will always be a number of factors influencing your campaign.

Considering this, you should remain careful about overstating your successes. Be realistic!

Checklist: Have you…

- Decided what information you want to know? ☐
- Developed measurable indicators? ☐
- Established which methods you will use to collect information? ☐
- Developed a process to collect data? ☐
- Decided how you will use the results to improve your campaign? ☐
- Thought about how you will share the knowledge gained with others? ☐

Resources

UNICEF, *Writing a Communication Strategy for Development Programs,* UNICEF Bangladesh, 2013
http://www.unicef.org/cbsc/files/Writing_a_Comm_Strategy_for_Dev_Progs.pdf

Cecilia Cabanero-Verzosa, *Communication for Behaviour Change,* The World Bank, 1996, by IMPACS, *Strategic Communication Planning for Not-for-Profit Organizations,* Institute for Media, Policy and Civil Society for the Centre for Community Organizations / le Centre des organisms communautaire, 2005,
http://www.orgwise.ca/sites/osi.ocasi.org.stage/files/resources/Strategic%20Communications%20Planning%20-%20COCo.pdf

UNICEF, *Behaviour Change Communication in Emergencies:* A Toolkit, UNICEF, 2006,
http://www.unicef.org/ceecis/BCC_full_pdf.pdf

AustralianAID, International Labour Organization, *Regional Communication Plan,* Tripartite Action to Protect the Rights of Migrant Workers within and from the Greater Mekong Subregion,
http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/documents/genericdocument/wcms_228085.pdf

USAID and C-Change, C-Modules: *A Learning Package for Social and Behavior Change Communications,* Communication for Change Project, 2012,
http://www.c-hubonline.org/resources/c-modules-learning-package-social-and-behavior-change-communication

International Organization for Migration, *Handbook on Performance Indicators for Counter Trafficking Projects,* IOM, 2008
https://www.iom.int/jahia/webdav/shared/shared/mainsite/published_docs/brochures_and_info_sheets/pi_handbook_180808.pdf

Appendix 1

Creating an Audience Matrix:

The table below provides an example of potential questions and information you will need on audience segments.

Segment	Audience	Why are we targeting them?	Possible Characteristics	How are they motivated?	Possible Barriers to behaviour change	Facilitators for behaviour change for this audience	Proposed strategies
Primary Target	Very brief outline of position and what stage of migration they're at e.g. *Young women (13-18) in School in XX area*	E.G. R*esearch shows high risk of trafficking and low awareness of risks*	Brief outline of useful traits E.G. *Transitioning to work force, limited knowledge of safe migration, information from family and peers*	E.G *Currently seeking work opportunities, very trusting of information from peers,*	Cite issues this audience faces in terms of information deficiencies or changing behaviour or e.g. *Lack of information regarding safe migration, transient nature makes difficult to target*	Cite who would be useful to facilitate and assist this target in reaching desired behaviour change e.g. *Peers, teach-ers, parents etc.*	Outline distribution methods or activities that would address the barriers in previous column e.g. *Distribute flyers in transport hubs,*
Primary Target							
Secondary Target							

Appendix 2

Quick Reference Sheet for Key Message Considerations:

Does your key message reflect what stage of the behaviour change process your audience is at?	Are you trying to change the target audience's: • Knowledge of an issue? • Attitude toward an issue? • A specific behaviour?
Is your key message strategic?	• Does it meet a specific objective? • Does it speak directly to a specific audience? • Is it based on the best available evidence? • Is it delivered in a way that will resonate with (and motivate) the audience?
Is your key message trustworthy?	• Is it short, simple and consistent? • Is it balanced? • Is it positively framed where possible?
Is your key message contextualised?	• Is it appropriate for the context? • Does it recognise and respect the capacities and limitations of the audience? • Does it acknowledge challenges faced by the audience?
Are you designing messages for a story/narrative form of message or simple fact based statements?	Will your audience respond best to a creative and entertaining message or will they respond better to straight forward clear key messages? This is also determined by how receptive your audience will initially be.
What type of emotions are you appealing to in your key message?	Will your key message be negatively or positively framed? More sustainable behaviour change has been shown to come from positive framing but there is a place for both approaches.
Have you pre-tested your messages with a sample of your target audience?	Is your message understood and relevant to your target audience? These messages should be pre-tested with draft communication materials through participatory activities (focus group discussions, interviews, etc)

Appendix 3

Co-Chair Summary of the Regional Workshop on Addressing Irregular Migration through Effective Information Campaigns

REGIONAL WORKSHOP ON
ADDRESSING IRREGULAR MIGRATION THROUGH EFFECTIVE INFORMATION CAMPAIGNS:
PREVENTING TRAFFICKING IN PERSONS AND PEOPLE SMUGGLING

BALI, INDONESIA
19-20 NOVEMBER, 2014

CO-CHAIR SUMMARY

1. A Regional Workshop on Addressing Irregular Migration through Effective Information Campaigns: Preventing Trafficking in Persons and People Smuggling was hosted by the Governments of Indonesia and New Zealand in partnership with the International Organisation

2. for Migration (IOM) under the auspices of the Regional Support Office (RSO) of the Bali Process in Bali, Indonesia on 19-20 November, 2014.

3. The Workshop was co-chaired by Mr. Andy Rachmianto, Director, International Security and Disarmament, Ministry of Foreign Affairs, Indonesia and Mr. Steve Stuart, General Manager, Compliance, Risk and Intelligence Services, Immigration New Zealand, Ministry of Business, Innovation and Employment, New Zealand. In attendance were representatives from Afghanistan, Australia, Bangladesh, Cambodia, Canada, Indonesia, Lao PDR, Malaysia, Maldives, Myanmar, New Zealand, Philippines, Sri Lanka, Thailand, USA, Vietnam, IOM, the United Nations High Commissioner for Refugees (UNHCR), the United Nations Office on Drugs and Crime (UNODC), and the RSO. Experts from Plan International and British Broadcasting Corporation (BBC) Media Action also participated in the Workshop.

4. The Bali Process Ad Hoc Group Workshop was designed to build on the recommendations of a 2009 workshop entitled Best Practice Information Campaigns to Combat People Smuggling. Throughout the two days, the workshop successfully:
   i. Facilitated the exchange of experiences and effective examples on how information campaigns can be used to address irregular migration in the region;
   ii. Facilitated discussions on what role information plays in the decision making processes of migrants, including refugees and asylum seekers;
   iii. Promoted discussions of the possibilities and limitations of information campaigns in affecting behaviour change;
   iv. Provided practical advice on the design and evaluation of information campaigns;
   v. Promoted sub-regional cooperation on information campaign development and implementation among countries of origin, transit, and destination; and
   vi. Highlighted the need for information campaigns to be delivered in the context of a comprehensive approach to migration management.

Proceedings – Day One

Opening remarks

5. Andy Rachmianto, Director, International Security and Disarmament, Ministry of Foreign Affairs, Indonesia warmly welcomed participants and emphasized that this meeting provided an important platform for the exchange of best practice in the design and implementation of information campaigns to prevent trafficking in persons and people smuggling. The Workshop attests to increasing concrete action by the RSO to operationalize the Regional Cooperation Framework (RCF). He noted that the recommendations from this workshop will be presented at the sixth Ministerial Conference of the Bali Process in 2015.

6. Steve Stuart, General Manager, Compliance, Risk and Intelligence (CRIS), Immigration New Zealand stated that New Zealand has taken a strong interest in the development of information campaigns under the Bali Process for a number of years. Subsequently, he pointed out that this workshop will take forward recommendations of a 2009 workshop entitled Best Practice Information Campaigns to Combat People Smuggling. It also broadens its scope to include trafficking in persons' campaigns as well as actors from outside Bali Process Member States.

7. Denis Nihill, IOM Chief of Mission for Indonesia, highlighted the value of information flows among stakeholders. He stressed that dissemination of information is key towards a shared understanding and collaborative action against people smuggling and trafficking in persons. He emphasized that the most effective information campaigns are targeted, but also embedded within a multilateral approach to dealing with irregular migration.

8. Ambassador Hasan Kleib, Director General for Multilateral Affairs, Indonesian Ministry of Foreign Affairs, Indonesia gave the keynote address, which underscored the fact that although information campaigns are a common prevention tool, awareness raising and behaviour change activities need to be delivered as part of a comprehensive approach to migration management if prevention efforts are to be effective. He also highlighted the need for media-government partnerships as well as the need to engage countries of origin, transit, and destination countries using targeted messaging and different tools for communication, in particular direct engagement with communities.

Plenary session – Overview of the Regional Support Office (RSO)

9. Lisa Crawford, Co-Manager (Australia) of the Bali Process Regional Support Office, highlighted how the Workshop fit with the aims and strategic focus of the RSO. She underscored how the RSO, as the only cooperation mechanism of its kind in the region, helps members pool resources and avoid duplicating existing efforts. As a focal point for members, she pointed out that the RSO could assist Bali Process Members to better achieve their shared goals in addressing people smuggling and trafficking in persons.

Plenary session – Overview of information campaigns

10. The Workshop commenced with an overview of information campaigns related to migration led by Tara Dermott, Program Leader, IOM Regional Office for Asia and the Pacific and Becky Palmstrom, Radio Trainer and Lifeline Producer, BBC Media Action. This session allowed participants to review the strengths and limits of selected campaigns. Following video clips of information campaigns related to trafficking and smuggling from outside the region, participants were asked to consider what each campaign was trying to achieve, what messages were utilised, who the main target audience was, and what could have been done more effectively.

11. The session highlighted the wide variety of messages, target audiences, and objectives within migration related information campaigns, and identified common trends in the design and implementation of more successful campaigns. The importance of monitoring and evaluation, from the beginning to the end of the design and implementation process, was also stressed.

Plenary session – Identifying your objectives

12. The overview session was followed by a presentation by, Richard Danziger, IOM Chief of Mission for Afghanistan and Jonathan Martens, Senior Migrant Assistance Specialist, IOM Regional Office for Asia and the Pacific regarding the importance of clearly defining the aims and objectives of information campaigns. The facilitators outlined the differences and similarities between trafficking in persons and people smuggling and the implications for the determination of objectives. They highlighted the need for early research before a campaign is designed and discussed how to outline and clarify what knowledge, attitudes, or behaviours (the last being the most difficult) an information campaign is designed to change.

Plenary session – Identifying and targeting your audience

13. The third session of day one, also led by Richard Danziger and Jonathan Martens, focused on identifying and targeting appropriate audiences. An interactive exercise highlighted that prevention activities have typically focused on raising awareness among aspirant migrants in countries of origin about the risks of human trafficking, people smuggling, and irregular migration. However, the presenters underscored that a number of other important audiences should be considered including:
    - Broader communities in countries of origin (e.g. to influence decision making of family members, community leaders or raise awareness of the risks of human trafficking and people smuggling, etc.)
    - Broader communities in transit countries (e.g. to influence members of the community not to engage in or facilitate people smugglers/traffickers or to act as early detection mechanisms);
    - Broader communities in destination countries (e.g. to encourage consumers to consider the products they buy, to influence host communities in countries of destination to change discriminatory attitudes, and consider the positive economic and social contributions made by migrants, etc.)
    - Migrants in destination countries (e.g. to empower them with information about how they can protect themselves in a destination country, etc.).

    The session drew on participants' experiences in implementing information campaigns, in particular IOM's work in Indonesia outlined by Paul Dillon, Communications Project Manager, IOM Indonesia as well as the successes and challenges of audience selection in these campaigns.

Breakout groups – Identifying and targeting your audience

14. A breakout group session concluded the first day in which participants divided into small groups to explore methods for identifying and targeting audiences for migration related information campaigns. To aid the discussions, a hypothetical case study related to trafficking and smuggling was presented.

15. Participants worked together to build an audience matrix using the case study scenario. Discussions noted the importance of maintaining small, homogenous target groups to better direct messaging along with the need to clearly define attributes of a target audience through comprehensive research. These attributes range from education to socio-economic status as well as motivating and enabling factors.

16. In this breakout session, groups also identified the wide range of possible target audiences from consumers who demand cheap goods and create a market for trafficked labour to local citizens who might be involved people smuggling. They also noted the limitations of information campaigns and suggested situating campaigns as part of a wider policy dialogue on issues related to irregular migration.

Proceedings – Day Two

Plenary session – Messaging

17. Alice Clements, Asia Regional Communications Manager with Plan International, began the second day of the Workshop with a discussion on the planning and development of messaging for information campaigns. The session focused on the attributes of good messaging, specifically highlighting the need for messaging to be strategic, trustworthy, and contextualized. The need for messaging to reflect the pre-determined audience's level of motivation and awareness was also stressed.

Breakout groups – Messaging

18. Following the presentation, a breakout group session devoted to messaging saw participants divide into the same groups to discuss best practice and develop key messages for the different audiences identified in the first breakout group session.

19. Reporting back from the breakout groups, participants noted the importance of creating messages that were well researched, relatable and locally relevant, balanced, clear, and short. The groups spent time discussing positive framings and the need to test assumptions about what messages target audiences will respond to.

Plenary session – Delivering the message

20. The afternoon of the second day focused on the dissemination of messaging and outreach methods for information campaigns. Led by Spica Tutuhatunewa, Director, School of Junior Foreign Service Officers, Indonesian Ministry of Foreign Affairs, she highlighted that message delivery is just as important as the message itself. Different formal and informal dissemination channels were outlined as well as their strengths and weaknesses. She also highlighted the importance of informal local outreach methods by drawing on examples of information campaigns being implemented in Indonesia.

Plenary session – Monitoring and evaluation

21. The last session of the workshop, led by Becky Palmstrom, Radio Trainer and Lifeline Producer, BBC Media Action, focused on the monitoring and evaluation (M&E) of information campaigns. This session brought the main concepts discussed – objectives, audience, messaging, and dissemination – into a conversation about measuring and evaluating the effectiveness and impact of information campaigns. Basic M&E steps were outlined and the importance of gathering both quantitative and qualitative data was highlighted alongside the need to develop measurable indicators.

Breakout groups – Delivering the message & monitoring and evaluation

22. Participants reconvened in their respective breakout groups and discussed the best dissemination channels for reaching the specific audiences with messages identified in the previous breakout group sessions. Groups highlighted the effectiveness of more informal direct communications over more traditional channels while suggesting a mix is often ideal. Participants also discussed the monitoring and evaluation aspects of their campaigns, in particular the value of identifying both quantitative and qualitative methods to assess the impact of information campaigns.

Recommendations

1. Participants suggested increasing sub-regional cooperation during the development of migration related information campaigns in the interest of achieving greater impacts.

2. Participants noted that greater cooperation between countries of origin, transit, and destination when discussing and planning information campaigns related to trafficking in persons and people smuggling would:
   a. Avoid a duplication of efforts within the region by discussing previous and upcoming campaigns;
   b. Ensure local knowledge is utilised through greater interaction with countries in which the information campaign is to be carried;
   c. Allow countries to highlight neglected areas and identify important partners for migration related information campaigns;
   d. Streamline awareness raising and behaviour change efforts across the migration route;
   e. Play to respective strengths of countries along the migration route.

3. Participants suggested that a practical guide or handbook on the design and implementation of information campaigns, which captures the best practice discussions of the Workshop, would be a useful tool or model for Bali Process member states. The RSO was tasked to move forward on the creation and dissemination of this guide or handbook with a completion date set for 2015.

Appendix 5

Co-Leader Summary of the Bali Process Workshop on Best Practice Information Campaigns to Combat People Smuggling (2009)

BALI PROCESS WORKSHOP ON BEST PRACTICE
INFORMATION CAMPAIGNS TO COMBAT PEOPLE SMUGGLING

BANGKOK, THAILAND,
28-30 OCTOBER 2009

CO-LEADERS' STATEMENT

1. We, the heads of delegation of the International Organization for Migration (IOM) and New Zealand, were tasked by the Co-Chairs of the Bali Process on People Smuggling, Trafficking in Persons and Related Transnational Organized Crime to lead the workshop on "Best Practice Information Campaigns to Combat People Smuggling" in Bangkok, Thailand on 28-30 October 2009.

2. The workshop was convened under the ad hoc group (AHG) mechanism which Ministers at the Third Bali Process Regional Ministerial Conference agreed to reactivate to develop regional responses to specific people smuggling and trafficking in persons challenges in the region.

3. At the first AHG meeting in Bali, Indonesia on 27-29 July 2009 participants observed that more work was needed on communication strategies in source, transit and destination countries. The meeting therefore welcomed the proposal to hold a workshop before the end of 2009 to share best practices on developing and implementing information campaigns from the perspectives of source, transit and destination countries.

4. The communications workshop was attended by representatives of source, transit and destination countries for common people smuggling migrant flows, namely, Afghanistan, Australia, Bangladesh, Indonesia, Malaysia, Maldives, New Zealand, Pakistan, Sri Lanka and Thailand. The International Organization for Migration (IOM), the Office of the United Nations High Commissioner for Refugees (UNHCR) and the United Nations Office of Drugs and Crime (UNODC) also attended.

5. Participants reaffirmed their continuing commitment to combating people smuggling and trafficking in persons and, to this end, agreed on the importance of public awareness campaigns as a means of preventing these crimes. People smugglers were engaged in spreading disinformation to potential irregular migrants and, unless Bali Process members acted to counter this information, unhelpful messages would continue to stimulate people smuggling ventures.

6. It was widely acknowledged that public awareness campaigns complemented other measures to combat smuggling, such as law enforcement cooperation, capacity building and information sharing, and that sustained action was necessary at all points along the migration continuum. Given their effect of reducing demand at source, information campaigns present a relatively cost effective means of addressing the problem.

7. The potential for partnerships between governments, international organizations, the private sector and civil society was acknowledged as a core consideration in designing and implementing effective information campaigns.

8. Participants were of the view that messages that solely conveyed the danger or illegality of people smuggling ventures to potential irregular migrants were generally not effective. It was thought that, depending on the culture and perspectives of the target group in question, more effective messages:
   - countered the belief that irregular migration to a destination country was likely to be financially lucrative;
   - pointed out that people smugglers are driven by greed and profit and do not have migrants' interests in mind;
   - explained that irregular migration to a new country would result in the loss of community networks, including family; and
   - irregular migration to a new country could result in a loss of dignity and status and vulnerability to exploitation.

   Potential irregular migrants needed to be given the necessary information to reduce the likelihood of entering into illegal smuggling operations.

9. UNHCR joined other participants in highlighting that irregular migrants are motivated by a number of concerns. Some were motivated by protection concerns and this should be taken into account in messaging. In situations where security issues are the main driver of irregular migration, contextually relevant information is particularly important to inform decisions.

10. Participants agreed that messaging should also inform about legal avenues for migration and viable alternatives to migration in the source country. Sources for this information should be made clear. Too many negatives in messaging might reduce the credibility of the message.

11. Participants discussed the importance of research in identifying and disseminating messages that audiences would identify with and agreed that in the context of messaging to combat people smuggling the following approaches could be useful, depending on local conditions:
    - Spreading messages by word of mouth was often the most effective, particularly in communities where print and electronic media were scarce. Places of worship and religious leaders were important channels of communication in many communities. Hotlines had also proved effective.
    - Visual, non-verbal messaging, for example, through posters and drama (e.g. street theatre and radio soap operas), was important in predominantly illiterate communities. It was noted that just because a target group was illiterate it did not mean that the messages should be any less sophisticated.
    - The use of high profile cultural figures (e.g. pop artists) was useful in some contexts.
    - It was important to maximize cost effective methods for disseminating messages, for example, through free media.
    - Timing of messaging was important. For example, smuggling by sea was seasonal in nature given variable sea conditions so it was best to time messages before, or at the beginning of the season.
    - Civil society, the private sector and other partners could help with dissemination.
    - Sharing experiences was a powerful means of conveying messages, especially among peers.

12. Participants undertook to use the information, experience and expertise exchanged at the workshop in the development and implementation of anti-people smuggling public awareness campaigns in their own countries. They recognized both the value of and the need for ongoing evaluations to promote sustainability. The important role of international organizations, in particular the International Organization for Migration, and the Bali Process itself as a repository for best practices was acknowledged as well as the importance of the mobilization of resources for this purpose.

13. Participants agreed to recommend intensifying regional cooperation in information exchange and in designing and implementing information campaigns in the interests of achieving more effective results in addressing irregular migration. In this regard they recommended that the Steering Group consider ways to deepen linkages between information campaigns already underway in Bali Process countries; review progress with the uptake and effectiveness of information campaigns in all participating countries; identify common messages that could be used region-wide; and make more use of the Bali Process website for making available sample messaging in regional languages. Participants discussed the possibility of raising public awareness and the visibility of the Bali Process as a force for regional cooperation on people smuggling, but acknowledged that timing and other considerations needed to be taken into account.

14. Finally, participants acknowledged with gratitude the Royal Thai Government, New Zealand and the International Organization for Migration for the excellent arrangements that were made for the workshop, and the Thai people for their hospitality.

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