OVERVIEW
In August 2016 and May 2017, IOM X conducted a Knowledge, Attitude and intended Practice (KAP) Impact Assessment of the video I am Fatima that was informed, produced and disseminated during the IOM X Roadshow in the Maguindanao province in the Philippines. This assessment consisted of a pre-survey (n=243) and post-survey (n=385) through face-to-face interviews with women living in Maguindanao, aged 18-35, with low levels of education and aspire to migrate abroad for the first time. The objective of the video was to encourage the target audience to verify the legitimacy of their recruiter’s license with Philippines Overseas Employment Administration (POEA) before migrating overseas.

KEY FINDINGS
After watching I am Fatima:
• 80% of viewers processed the messages of the video. This means that 48% found it interesting and learned something new and 32% said they would also speak to others about the issue.
• 63% of viewers took at least one step towards the desired behaviour change (verifying a recruiter’s license with POEA), indicating that the video has stimulated people to think about the issue and connect with the message on an emotional level.
• Knowledge about verifying a recruiter’s license increased from 72% to 86% of respondents.
• Negative attitudes about verifying recruiter’s decreased from 24% to 13% of respondents. Unfortunately, positive attitudes also decreased from 30% to 25% of respondents.
• Behavioural intent to verifying a recruiter’s license increased from 68% to 75% of respondents.

KWENTONG OFW: SAKI SI FATIMA
This video tells the story of Fatima, a young woman from Maguindanao in the Philippines who – motivated by family needs – chooses to leave her home to work as a domestic worker abroad. The video focuses on her decision-making process and provides tips on how to migrate safely.
View: http://tinyurl.com/IOMXSakiSiFatima

*To learn more about Rapid Asia’s KAP methodology, please visit http://rapid-asia.com/programme-evaluations/kap-score/
CONTENT & MESSAGING

48% of viewers found *I am Fatima* interesting and learned something new and 32% found it interesting, learned something new and will speak with others about it.

It was rated *Excellent* by 25% and *Very Good or Good* by 75% of respondents in terms of ENCOURAGING aspirant migrant women to check if their recruiter is registered with POEA.

RELEVANCE

- 16% of respondents said the video was relevant to them.
- 12% said they would encourage others to watch the video.
- 13% thought that this video will encourage other women to check the legitimacy of their recruiter’s license with POEA.
- 16% said they are confident that this video can help women migrate safely.

Why are these numbers so low?

IOM X contracted a Manila-based creative agency to produce the video as it was difficult to find one in Maguindanao. Through consultations, it was discovered that the audience had difficulty relating to the actors and the locations as they were not from Maguindanao. Behavioural theory states that behaviour change is more likely when characters have similar characteristics as the target audience. This was a key learning for IOM X.
BEHAVIOUR CHANGE JOURNEY
Following a Behaviour Change Communication (BCC) approach is not simply about changing people’s behaviour but moving them one step at a time towards behaviour change, as shown below. Behaviour change theory describes how an individual moves towards behaviour change through a series of stages, such as building awareness and knowledge, moving on to shifting beliefs and attitudes, and finally behavioural intentions and behaviour change.

Figure 1 illustrates the different steps of the behaviour change journey, alongside communication actions that can move people along the journey. After watching *I am Fatima*:
- 8% of respondents shifted from *Knowledge* to *Belief*
- 21% shifted to *Attitude*
- 27% shifted to *Intention*
- 7% shifted to *Behaviour*

On average **63 out of 100 people** shifted up one stage of the journey after watching *I am Fatima*. This demonstrates significant impact, especially in terms of educating people why and how to verify the legitimacy of a recruiter’s license.
KNOWLEDGE, ATTITUDE AND INTENDED PRACTICE (KAP) IMPACT RESULTS

The KAP Index® is an indicator developed by Rapid Asia in which knowledge, attitudinal and behavioural intent measures have been incorporated to form an index. The higher the KAP Index, the more developed the mindset of the beneficiaries. A significant increase in the KAP Index following an intervention is evidence of impact and that some level of behaviour change is very likely to take place.

FINDINGS

The KAP Index shifted from 78 (pre) to 84 (post). It is important to note that in general the higher the KAP the harder it is to shift significantly.

*I am Fatima* was more effective with those that had not had any previous exposure to safe migration materials. This group had a KAP Index of 67 (pre). A large proportion of these respondents were in the Knowledge and Belief stage (see behaviour change journey), this means that basic knowledge about how to verify a recruiter’s license was missing amongst this group. After a watching *I am Fatima* just once, this group’s KAP Index increased by 12 points to an index of 79. In comparison, the overall KAP Index for all respondents (the majority of which had previously been exposed to safe migration materials) rose from 78 to 84.

Overall, knowledge increased by 20% after watching *I am Fatima*.
Positive attitudes were high in the pre survey, especially in terms of:
• Being knowledgeable about the risks of migrating through irregular channels (not ignorant);
• Being careful about signing contracts that one doesn’t understand (not reckless); and
• Being aware that it is possible to protect oneself from being trafficked (not in denial).

Negative attitudes were low in the pre survey, and they were significantly decreased after watching I am Fatima. Being oblivious about trusting relatives who are recruiters, and naïve about how to check the legitimacy of a recruiters license were impacted and saw the biggest decrease after watching I am Fatima.

Unfortunately in the post survey, positive attitudes decreased by 17%. This might be partly affected by the uncertainty following the martial law that was announced in Mindanao just before the post survey was conducted.

After watching I am Fatima, positive attitudes decreased by 17%. Fortunately, negative attitudes significantly decreased by 45%.

### SHIFTS IN BEHAVIOURAL INTENT

Behavioural intent before watching I am Fatima was high. This means that more than 60% of respondents said they would; seek information about safe migration and prospective employers, verify a recruiters license, talk to friends about safe migration and seek advice from POEA about a suspicious agent.

I am Fatima helped to strengthen intentions and improve the following behavioural components:

- Seek independent advice about an employer
- Ensure a recruiter has a proper licence
- Talk to friends about safe migration issues
- Seek information about how to avoid risks
- Seek advice from POEA about a suspicious agent

Overall, behavioural intent increased by 11% after watching I am Fatima.
The objectives of *I am Fatima* were, after watching the video audiences will:

- have the **knowledge** on how to check the legitimacy of a recruiter’s license;
- feel positive **attitudes** about why they should be checking the legitimacy of a recruiter’s license; and
- express **behavioural** intent to check the legitimacy of a recruiter’s license with POEA.

This assessment showed that *I am Fatima* positively impacted audience’s knowledge and behavioural intent on verifying the legitimacy of a recruiter’s license with POEA. Even though respondents appeared to have regression in positive attitudes towards checking if recruitment agents can be trusted, this is balanced out by the significant decreased in negative attitudes after watching *I am Fatima*. The decrease in positive attitudes might be due to the conflict that erupted and the announcement of martial law shortly before conducting the post survey in May 2017, and may have changed perceptions about migration.

Audiences had difficulty relating to the video. Through consultations, IOM X discovered that this was because they were not able to relate to the Manila-based actors and locations, where they should have been Maguindanao-based. Extra footage of Maguindanao was filmed as b-roll to increase relevancy, however the impact assessment showed that this was not enough.

### POTENTIAL IOM X NEXT STEPS

- Continue disseminating *I am Fatima*, throughout Maguindanao in the Philippines, especially through radio, community outreach initiatives and through other counter-trafficking organizations.

- Due to relevance levels being very low, more consideration to ensuring content is localized and specific to the target audience is needed for future activities.

- The baseline research showed that the target audience already had high levels KAP on the priority message – thus in hindsight there should have been another opportunity for IOM X and community stakeholders to review priority message and further discuss what they knowledge, attitude and/or behaviour gaps that this media content should address. This will be considered for future IOM X roadshows.