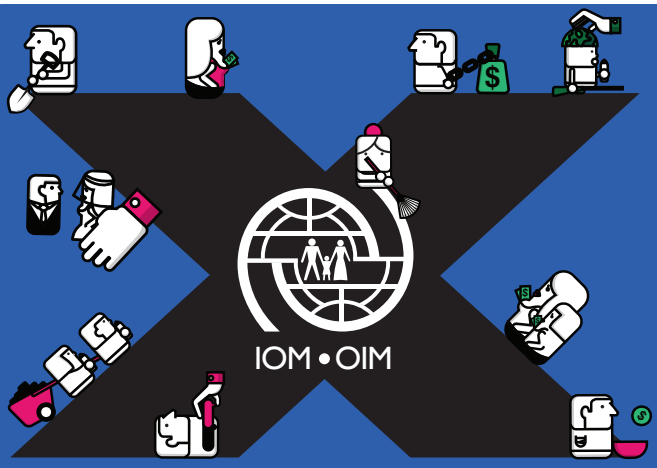


STOP EXPLOITATION

IOM X is the International Organization for Migration's (IOM) innovative campaign to encourage safe migration and public action to stop human trafficking and exploitation.

The campaign leverages the power and popularity of media and technology to inspire young people and their communities to act against human trafficking – the buying and selling of people for the purpose of exploitation – which is happening in every country in the world today.

IOM X is produced in partnership with the United States Agency for International Development (USAID), and works closely with celebrities, private sector partners, government agencies, NGOs and youth groups across Asia Pacific.

WHAT WE DO

IOM X produces video programs for television, online platforms and community screenings. These programs seek to educate viewers on different issues related to human trafficking and exploitation. All IOM X programs are available free-of-charge.

IOM X has a strong online presence, and uses its social media sites to engage young people on the issue of human trafficking and exploitation. Its website, IOMX.org, is optimized for online learning, storytelling and social sharing – with an aim to inspire passive online observers to become active online advocates. Website features include an IOM X eLearning module, issue-specific landing pages, a creative photo sharing platform and engaging videos. IOM X works with digital partners to develop collaborative projects that use technology to help prevent exploitation and better protect victims.

IOM X has a network of passionate young leaders across Asia Pacific. After participating in IOM X capacity building activities, these young leaders use IOM X resources and tools to hold outreach activities in their own communities.

WHAT DOES THE "X" STAND FOR?

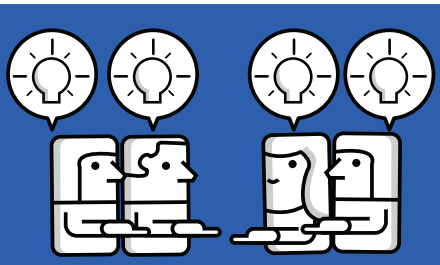
The "X factor" is a unique quality that you can't describe, but is very special. IOM X is harnessing the X factor to help in the prevention of human trafficking and exploitation.

WHAT YOU CAN DO

IOMX.org/LEARN
Learn about human trafficking and exploitation. You can do this by viewing IOM X videos, using the eLearning portal and downloading online resources.

IOMX.org/ACT
Act in a way that prevents human trafficking and exploitation. For urban audiences, this means following tips provided by IOM X, such as being aware of where the goods you buy come from. For migrants and aspiring migrants, this can include memorizing helpline numbers and safeguarding travel documents.

IOMX.org/SHARE
Share information about human trafficking and exploitation with others. You can do this by downloading The X-kit (an easy-to-follow guide on how to raise awareness about human trafficking) or screening one of IOM X's free videos at a community gathering.



COMMUNICATING WITH A DIFFERENCE

IOM X uses a Communication for Development (C4D), results-focused framework to tailor messaging for its activities. C4D is used to understand people's knowledge, attitudes and practices around a certain issue in order to work with them to develop messages and tools they can use to improve their own lives. IOM X's learning and research team assures results are continuously assessed to inform the campaign's work and track the impact of its programs.

To learn more about IOM X, please visit **IOMX.org**

Connect with IOM X on **facebook.com/IOMXorg** and **twitter.com/IOMXorg**

IOM X operates under the IOM Regional Office for Asia and the Pacific in Bangkok. For more information, please email **IOMX@iom.int**

USAID
FROM THE AMERICAN PEOPLE