

# Road Show Baseline and Impact Evaluation

## *Philippines*



Prepared for  
**IOM X**

Prepared by:  
**Rapid Asia Co., Ltd.**

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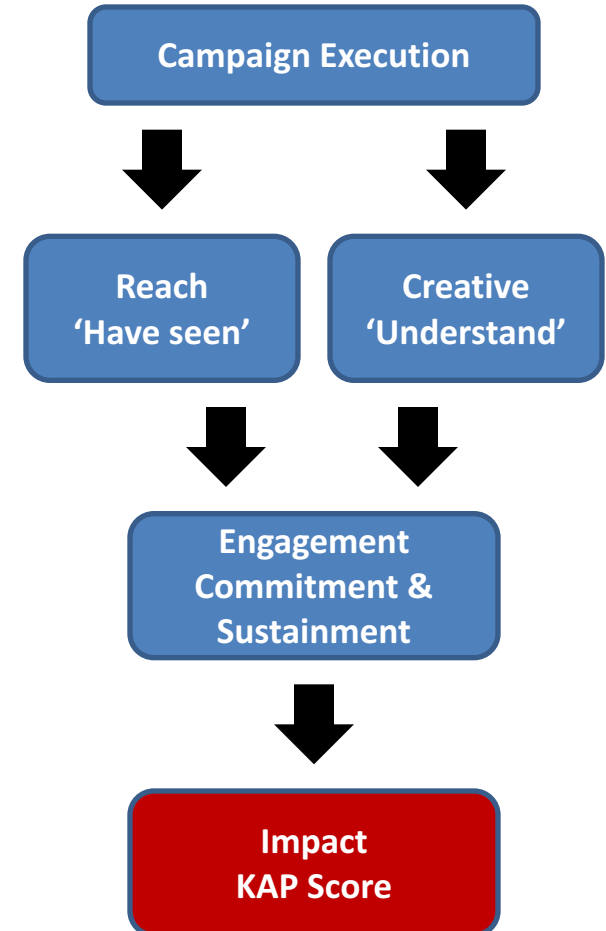
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# Summary

## EVALUATION FRAMEWORK

- ▶ Reach, or effective reach, reflects the proportion of the target audience who have been exposed to the communication. That is not to say it was engaging or effective, it simply means those we wish to reach had an opportunity to process the message.
- ▶ Creative Execution, on the other hand, looks at how well the communication has been able to achieve its communication objectives. Attention, awareness, attitude and action objectives are measured from the point of view of the audience. This is different from impact and more about understanding how the target audience perceived and were able to comprehend the message.
- ▶ Engagement is measured to gain an insight into how the communication is able to engage with the target audience. Engagement is measured by looking at the extent to which the communication is seen to be relevant, worth sharing with others, emotionally engaging, and viewed to have the ability to achieve the desired outcome.
- ▶ Whilst the preceding measures tend to be direct, impact is measured indirectly using a proven framework, KAP Score. This is discussed in more detail next.



# Summary

## IMPACT FRAMEWORK

- ▶ Grounded in popular behavior change theory, Rapid Asia has developed a framework for doing program and campaign evaluations (KAP Score). KAP stands for Knowledge, Attitude and Practice. Apart from human trafficking, KAP Score has been used across a number of thematic areas including wildlife conservation, migration, health, education and disaster relief. KAP Score is designed to enable aid and donor organizations to independently monitor and evaluate the impact of campaigns across different target groups and regions or countries. KAP score has been internally validated and has proven to be a very good proxy measure for behavior change (see also section 'Evaluation Framework in Perspective').
- ▶ The framework is always customized to each program and intervention. Based on several past evaluations related to human trafficking a number of key questions have been formulated for the KAP Score framework. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what IOM X, and its program on the fishing industry is trying to achieve. KAP Score is based on the premise that behavioral change must be supported by knowledge as well as a supportive, positive attitudes. Behavioral change without the right mind-set may be short lived and without a sustainable outcome. The KAP Score framework uses different indicators to understand impact, including the KAP Index, KAP Segmentation, and KAP Mobility.
- ▶ The KAP Index is an indicator in which knowledge, attitudinal and behavioral measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on studies carried out in over 20 countries.

# Summary

## EVALUATION FRAMEWORK CONT...

- ▶ Behavior change can be described as a journey from a position where a person does not know anything about human trafficking up to where they are fully compliant. KAP Segmentation is used to understand how a target group is distributed across this journey. Using approximation, the target audience is allocated to the different stages along the journey based on the developmental stage of their mind-set. At lower stages in the journey, knowledge levels are very low and stated behavior is such that violation of domestic workers' rights, even if involuntary, are very high. Hence, the higher the proportion that falls into the lower stages of the journey, the stronger the need for some kind of intervention.
- ▶ The KAP questions developed for IOM X are shown below. These questions represent key issues in relation to human trafficking in the fishing industry in Thailand, which the IOM X program is aiming to address:

KAP	Questions / Statements
<b>Knowledge</b>	<p>You need a passport, visa and work permit to migrate for work to another country</p> <p>Migrating illegally means you become at risk of being arrested and deported</p> <p>Those migrating with proper documents can earn more money and access health care</p> <p>To verify a recruiter the best option is to check their license with POEA</p> <p>Understanding the correct definition of human trafficking</p>
<b>Attitude</b>	<p>People in my community prefer to migrate through informal or illegal channels</p> <p>If the recruitment agent shows some kind of license that means you can trust them, no need to check further</p> <p>If someone is recruited by a relative or someone they know there is no risk at all</p> <p>It is not possible to avoid the risk of trafficking, whatever happens, we cannot prevent it</p> <p>It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy</p>
<b>Behavior (practice)</b>	<p>Seek advice from POEA if unsure about a recruitment agent</p> <p>Seek information about potential risks before migrating for work</p> <p>Discussing with friends about how to migrate safely</p> <p>Verify the authenticity of a recruiter's license before migrating</p> <p>Seek independent advice about a job offered by a relative</p>

# Summary

## ABOUT THE STUDY

- ▶ The pre and post impact study in the Philippines was carried out with the help of trained volunteers. The pre stage sample was n=243 and post stage had a total sample of n=385.
- ▶ Quotas were used to ensure that the respondents were all female, as well as different age groups within the 18-35 year age bracket.

## TARGET PROFILE

- ▶ Most had completed junior school education or less and less than half were working.
- ▶ Most women (58% Pre survey, 70% Post survey) were not working. Amongst working women, most were working in retail or wholesale followed by agriculture. Some were self employed and small number of them were blue collar workers. In terms of socioeconomic status, over 80 percent were in the bottom two socioeconomic classes (E and D).
- ▶ In terms of media ownership, three in four women owned a television (76%), over one third had a mobile phone (37%), and around half had a radio (51%). Internet connectivity stood at 25 percent but only 8 percent had a smart phone or a tablet. Very few read newspapers or magazines. Around one in five (21%) of women used the internet regularly. To access internet the vast majority of users would use a mobile phone (90%) followed by tablet (18%) and PC or laptop (18%).

## AWARENESS OF HUMAN TRAFFICKING

- ▶ Quite a number of women had never heard about trafficking or not heard much about it (29%). Those aware had mainly heard about it from TV documentaries (67%), news and media reports (53%), POEA (31%), and radio (25%). On average, women had been exposed to the issue from two to three different media sources.

# Summary

## CAMPAIGN EXECUTION

- ▶ Since I am Fatima: an IOM X drama, was launched in March 2017, half (50%) of the target audience had seen 'I am Fatima'. Reach was found to be somewhat higher amongst younger age groups. Those who had seen the PSA were also asked where they had seen it. Maguindanao Women Celebration Month Event was the media source with the highest reach overall (71%), followed by Facebook (27%) and YouTube (20%).
- ▶ 'I am Fatima' was initially shown un-branded and those who claimed to have seen it were asked to state which organization put out 'I am Fatima'. The majority, 87 percent, could correctly link it to the IOM X brand.
- ▶ Processing relates to the extent to which 'I am Fatima' caught people's attention and processed the message. Some 80 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (48%) and some also spoke to others (32%) about the issue. Not surprisingly, processing also has a direct relationship with impact (i.e. the KAP Index). The higher the level of processing, the higher the KAP Index.
- ▶ Respondents also rated 'I am Fatima' based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform well, all with an NPR of around 20-25. In terms of making women feel concerned about how to migrate safely, performance was rated lowest with an NPR of 20 (NPR is a net rating taking the top box rating less the bottom two boxes, see full explanation on page 41).

# Summary

## ENGAGEMENT MEASUREMENT

- ▶ Engagement measured the extent to which members of the target audience can relate to the message and find it interesting and relevant enough to either increase their own engagement with the issue or share and potentially influence other people. The engagement Index measured level engagement along four distinct dimensions including: Perceived **relevance** of the activity, whether target audience members **encourage** others to watch 'I am Fatima', if participants anticipate **continued engagement** with the issue, and the extent to which participants feel confident 'I am Fatima' could make a contribution to real **outcomes**. The four dimensions were combined to form an index. This provides a more robust measure of engagement.
- ▶ Overall, top box scores (those rating 'I am Fatima' as Excellent) were reasonably high indicating there was interest in what 'I am Fatima' had to say. Top box scores were on average similar across the four components. Confidence in outcome could at times score lower but in this case it had the highest average score with 3.9 compared to 3.8 for the other components.
- ▶ With an index of 71, the migration video is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the solid performance of 'I am Fatima'.
- ▶ The overall benchmark for the Engagement Index was 66 and varied to some extent when comparing results from different countries and target groups. Each benchmark was based on at least three studies. As can be seen, the migration video performed better than both the country benchmark for Thailand (66) and the target group benchmark for both general population (68) and youth (49).



# Summary

## IMPACT RESULT

- ▶ Overall, the KAP Index at the pre stage was 78 and shows that the mind-set amongst the women interviewed were quite well developed. The KAP Segmentation showed that a large proportion of participants (45%) were at the Intention and Behavior stage, indicating that basic education regarding safe migration was already in place. Indeed, some 80 percent had already been exposed to information about safe migration. After watching 'I am Fatima' the KAP Index increased to 84, which is marginal but keeping in mind it was high to start with.
- ▶ When looking at those who had not been exposed to information about safe migration issues, the KAP Index was significantly lower at 67. The KAP Segmentation showed that a large proportion of participants (50%) in this group were at the Knowledge and Belief stage, indicating need basic education regarding safe migration. After watching 'I am Fatima' the KAP Index went up to 79, that is, based on a single exposure. If taking into account those who had had previous exposure to safe migration messaging, the KAP Index went up to 86.
- ▶ Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to 'I am Fatima', 8% shifted out of the Knowledge segment into the Belief segment and 21% went from Belief to Attitude. A further 27% have shifted into Intention and 7% into the Behavior stage. This indicates reasonable impact, especially in terms of educating people about human trafficking. 'I am Fatima' has stimulated people to start thinking about the issue and some appear to have connected with the message on a more emotional level.
- ▶ Taking all shifts into account the total KAP Mobility score was 63, meaning that 63 out of 100 people shifted up one stage in the journey on average after being exposed to 'I am Fatima'. A KAP Mobility score of 50 or higher was considered a very good result.

# Recommendations

- ▶ When asked where they had seen 'I am Fatima', Maguindanao Women Celebration Month Event was the media source with the highest reach overall followed by Facebook and YouTube. These media sources should be considered for future interventions, especially organizing awareness building events, such as the Maguindanao Women Celebration Month Event. Only around 1 in 5 women has access to the internet and means distribution over social media has some limitation when it comes to effective reach.
- ▶ The Maguindanao Women Celebration Month Event had attracted women from all districts surveyed and showed that this type of event can reach audiences beyond the immediate surroundings of the event itself. It may therefore not be necessary to put on multiple events in order to reach a broader audience.
- ▶ Whilst social norms are weak, meaning most women would be able to refuse the job provided they did not feel comfortable. Women are, however, influenced by their close family members. This means education surrounding migration needs to target family as a whole, including mothers, fathers and spouses in particular.
- ▶ The 'I am Fatima' video as an educational tool works very well, both in terms of execution and impact. As such it should be considered for future interventions and sharing with other UN agencies and TIP organizations is highly encouraged.
- ▶ 'I am Fatima' had helped to build awareness and knowledge around Safe Migration. However, attitudes remains a significant barrier and this means 'I am Fatima' remains mainly an awareness raising tool with the ability to engage with audiences on a short term basis. For stronger impact beyond knowledge building, other forms of interventions should be considered.

# Recommendations

- ▶ Women had different preferences in terms of contacting the POEA office. Phone, website and being able to visit the office were all relevant and should be considered. As a result of this, POEA should ensure that all of this contact channel are available and that potential migrants have the ability to obtain information and services through any of these channels.
- ▶ Looking specifically at how the campaign has helped to raise the profile of POEA as a trusted information source while at the same time raising doubts about informal recruiters, it is clear that the video has achieve both to some extent. These results were fairly consistent across different age groups and education levels. It should be pointed out that in respect to information recruits, women have moved from a position of saying it is ok to trust them without verifying their legitimacy, to saying they are not sure. Hence, more convincing is needed but an initial 'seed of doubt' has been sowed.
- ▶ Some 49 percent of women said they rely on advice from friends and relatives who are recruiters. Whilst knowledge regarding the risks and negative attitudes associated with this improved significantly, the potential risks cannot be ignored and should remain the priority to educate migrants the importance of verifying any recruiters with POEA.

# Background & Methodology

# Background

- ▶ There are many women in Maguindanao, both single and married, who migrate for work to boost income and support their families. Most seek domestic work in the Middle East. Whilst a good opportunity, unscrupulous traffickers prey on these women using deception to attract women to fake job opportunities. Many women are not aware of these risks and hence don't comprehend the seriousness of not having proper documents or the need to check if a recruiter can be trusted and how to check fake documents.
- ▶ Economic opportunities in the Philippines, especially in the Maguindanao area, are becoming increasingly difficult to find and there is a perception that working abroad can help people to get rich, earn money quickly and thereby provide better life for their family. There is an mentality that locals refers to as “Bahala Na”, which literally translates into “whatever happens, happens”. In other words, even if aware of the risks, some may believe that they don't have full control or can do anything meaningful about it. If a recruitment agency shows a license they may assume they are legitimate, even though licenses are known to be copied from the internet.
- ▶ With a view to addressing this issue, IOM X, the International Organization for Migration's innovative campaign to encourage safe migration and public action to stop exploitation and human trafficking, in partnership with the United States Agency for International Development (USAID), is in the process of setting up a road show program in Maguindanao. The objective behind the road show is to inform women who have an intention to migrate in the future about the risks, and more importantly, what they can and should do to protect themselves and others.
- ▶ Rapid Asia was commissioned to carry out a baseline survey and a post intervention survey with potential migrating women in Maguindanao. The results will show intervention impacts on the target audiences.

# External Factors During Post Stage

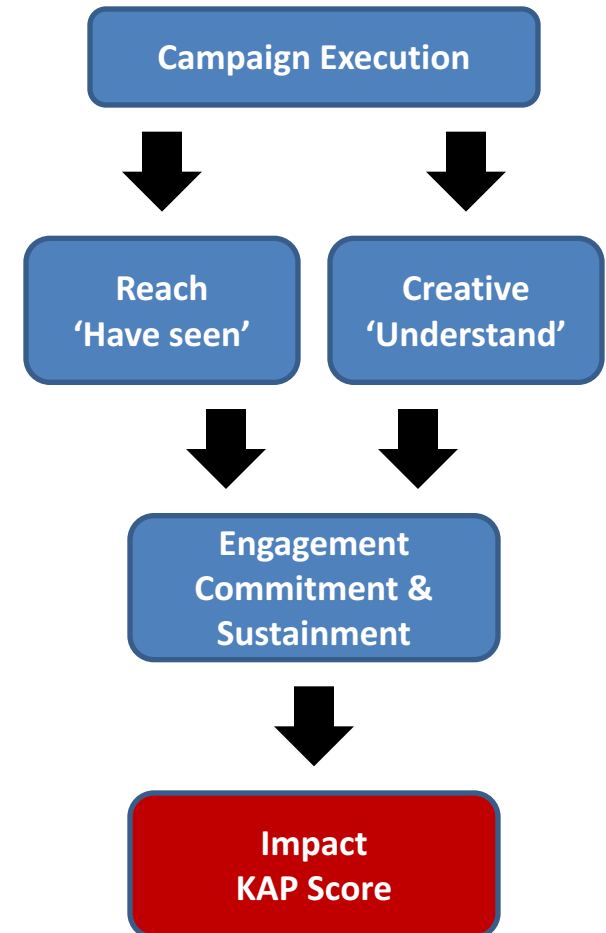
- ▶ On May 23<sup>rd</sup> 2017, Islamic State-linked attacks broke out in Marawi, a Southern province of Mindanao, resulted in government announced Martial law over the Island of Mindanao and applied a 10.30pm curfew.
- ▶ This incident caused multiple challenges for data collection. Security concerns resulted in survey being postponed for a couple of weeks and it became more difficult to receive security clearance.
- ▶ Some of the target areas of data collection had to be replaced prompted by armed conflict and safety issues in two of the areas where the Pre survey was conducted. These areas were Datu Piang and Sultan Sa Barongis (SSB). Replacement areas chosen for the survey were Datu Paglas and GSK Pendatun. Because areas were replaced, the two samples are not fully comparable.
- ▶ In addition to the changes above, since dates were postponed data collection fell in the period of Ramdan, which posted some difficulties in finding respondents.
- ▶ It is also worth considering that since the survey was conducted not long after the incident, this might have affected people's opinions and perceptions on migration.

# Evaluation Objectives

- ▶ Rapid Asia was hired to carry out a pre and post study to evaluate achievement as well as positive impact generated by the road show. The overall objective was to relate the issue of human trafficking and safe migration behavior to the average women to build greater awareness and empowering them to take concrete action.
- ▶ The target was young women (aged 18 to 35 years) in 10 districts in Maguindanao who had an intention to migrate in a near future and who potentially could face different forms of exploitation risks.

## OBJECTIVES:

- ▶ **Campaign Execution:** To build a basic understanding about the severities of exploitation in the domestic work industry and create sufficient exposure through appropriate media.
- ▶ **Engagement:** To engage people to care enough to influence others and be inspired to learn more via POEA, local NGOs, government authorities, and the IOM X website.
- ▶ **Desired impact:** To learn that human trafficking happens in the domestic work industry and what women can do to protect themselves and others.
- ▶ **Barriers to change:** Encourage people to contact the POEA office and provide better access to information to improve knowledge and to influence attitudes to be more discerning about recruiters, even if they are friends or relatives.



# Survey Design and Methodology



Methodology Item	Process
<b>Evaluation design</b>	Pre and post evaluation format.
<b>Target participants</b>	Women Aged 18 up to 35 years Lower education (no formal education up to junior high school) Have intention to migrate but have never migrated overseas
<b>Coverage</b>	10 districts in Maguindanao
<b>Survey Method</b>	The evaluation was done using local volunteers who were trained on site on how to administer the questionnaire and do sampling. The volunteers were divided into four teams and sent to different districts within Maguindanao to conduct the interviews.
<b>Data Collection Period</b>	The Pre Stage was conducted in August, 2016 The Post stage was conducted 2017
<b>Sample Size</b>	Pre n=243 and Post n=385
<b>Data collection method</b>	Face to face interviewing
<b>Language</b>	Tagalog



# Sample Distribution and Weighting

The sample distribution for the pre and post stages across the 10 selected districts in Maguindanao is shown in the table.

For the post stage sample some areas had to be replaced due to the Islamic State-linked attacks that broke out in Marawi just as field work was about to commence.

In the pre stage it was discovered that women with higher education were less likely to be at risk. Hence, in the post stage only those with up to Junior high school education were targeted. This meant the pre sample had to be scaled back, resulting in the total sample being reduced from n=400 down to n=243.

Some of the post stage questionnaires were incomplete and had to be discarded resulting in the post sample being somewhat below the target of n=400.

District	Pre Stage Sample	Post Stage Sample
Buluan	30	39
Datu Piang	23	-
Datu Odin Sinsuat (Dinaig)	20	40
Pagalungan	17	40
Parang	22	36
Sultan Sa Barongis	21	-
Sultan Kudarat	28	41
Sultan Mastura	29	36
Paglat	28	35
Upi	25	39
Datu Paglas	-	40
GSK Pendatun	-	39
<b>Total</b>	<b>243</b>	<b>385</b>

\* Source: The 2010 Population Census

# Respondent Profile

Demographics profile, economic profile, media usage and awareness of human trafficking.

# Demographic Profile

The respondents profile are shown in the table on the right.

There was no major difference in pre and post sample profiles. More than half of the respondents were 18 to 25 years old, although slightly higher in post stage. Most had completed Junior High school and were either employed or doing home duties. As expected, the vast majority were Muslim.

Profile	Pre n=243 (%)	Post n=385 (%)
<b>Sex</b>		
Female	100	100
<b>Age</b>		
18-25	49	63
26-30	29	22
31-35	22	15
<b>Education</b>		
Elementary school or less	35	27
Junior high school	65	73
<b>Main Activity</b>		
Employed	42	30
Studying	5	18
Home duties	37	40
Unemployed looking for work	14	13
Other	2	-
<b>Religion</b>		
Muslim	83	94
Christian	17	5

# Economic Profile

The two samples were again found to be reasonably comparable. Most women (58% Pre survey, 70% Post survey) were not working. Amongst working women, most were working in retail or wholesale followed by agriculture. Some were self employed and small number of them were blue collar workers. In terms of socioeconomic status, over 80 percent were in the bottom two socioeconomic classes (E and D).

Socioeconomic class (SEC) is defined as: Not always being able to afford ...

- A** – Those better off
- B** – A car
- C** – Home appliances
- D** – New clothes
- E** – Food

Average monthly income amongst working women was 5,870 Peso (around USD 127).

Profile	Pre n=243 (%)	Post n=385 (%)
<b>Current position</b>		
Not working	58	70
Management level	4	10
Supervisor	2	1
Blue collar worker	9	2
Self employed	28	16
<b>Industry of work</b>		
Not working	58	70
Agriculture	13	10
Retail and wholesale	20	16
Finance, business serv.	1	3
Community, pers. serv.	3	-
Other	7	1
<b>Socioeconomic Status</b>		
E	31	35
D	52	47
C	13	13
AB	4	6
<b>Income / month (Peso)</b>		
Average (Base: those who work)	5,870	5,870

# Media Behavior Profiles (Pre Stage Only)

Ownership and usage of mass and social media

# Media Ownership and Usage

Media Ownership	Pre n=243 (%)
Television	72
Radio	55
Newspaper	7
Magazine	7
Internet	25
PC or laptop	3
Smart phone or tablet	29
Regular mobile phone	8
None	9

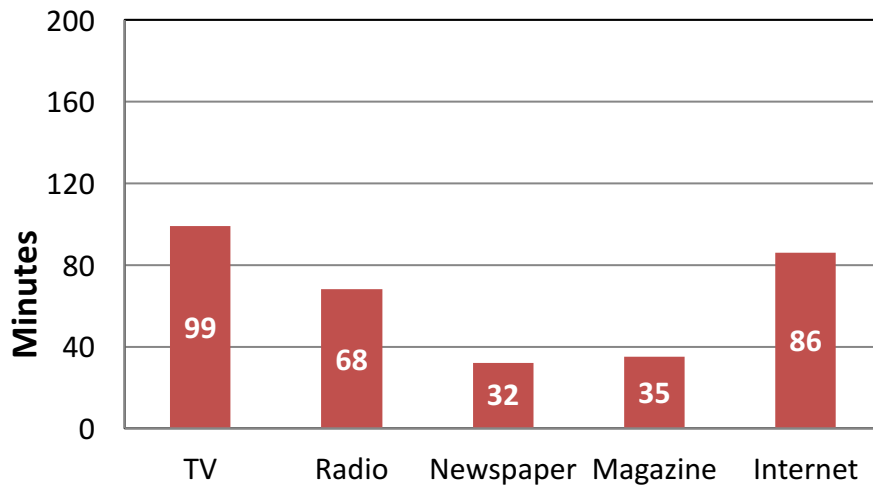
Media Usage	Pre n=243 (%)
Television	64
Radio	55
Newspaper	6
Magazine	5
Internet	21
None	5

In terms of media ownership, three in four women owned a television (72%) and around half had a radio (55%). Internet connectivity stood at 25 percent, 29 percent had a smart phone or a tablet. Very few read newspapers or magazines. In terms of media usage some minor differences could be seen but they were not significant.

# Media Consumption

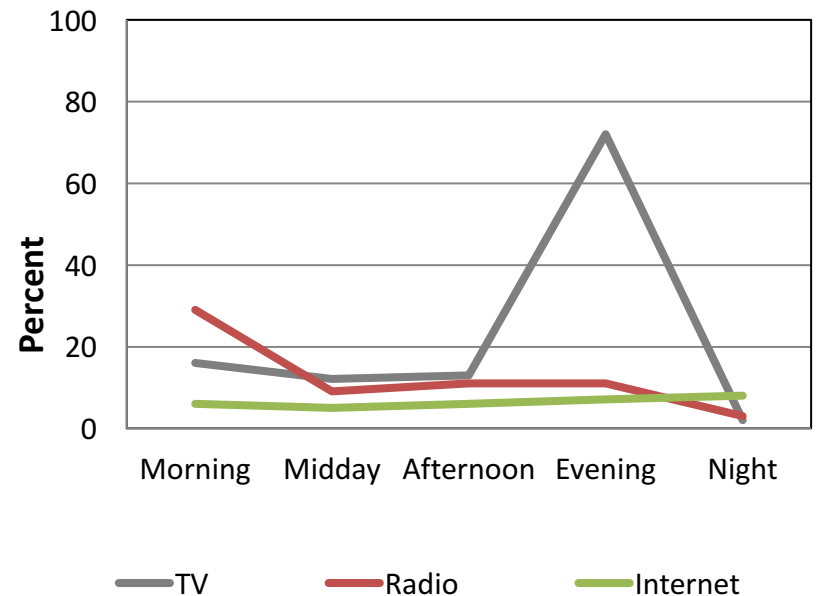
## Media Consumption per Day

Base: Amongst those who use the media



## Time of Media Consumption

Base: Amongst those who use the media



Those who watched television spent on average just over 1.5 hours per day watching. Radio and internet users spent just over one hour listening to the radio and almost 1.5 hours using the internet. The few that read newspapers and magazines spent around half an hour reading per day. Television was used mostly in the evening whereas radio was predominantly consumed in the morning. Internet was used throughout the day but saw a peak during evening hours.

# Radio Channels Listened to Regularly

Radio Channel	Pre n=134 (%)
DXMS Radio Bida	33
DZRH	28
DXMY	34
DXCM	3
DXOL Happy FM	35
Star FM	42
MOR (My Only Radio)	28
Other community radio stations	31
<b>Avg. No of Stations</b>	<b>2.3</b>

There were several national and regional radio stations. The most popular ones were DXMS Radio Bida, DZRH, DXMY, DXOL Happy FM, Star FM, and MOR. Each of these stations had a following of around one third of women. On average, women listened to between two to three different radio stations.



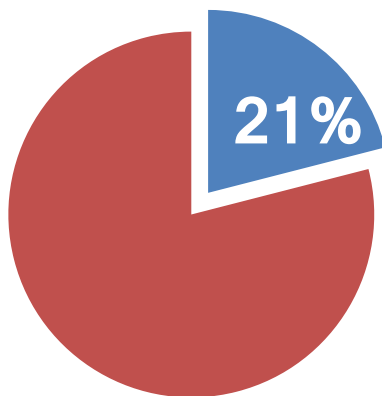
# Radio Programs Listened to Regularly

Program type	Pre n=134 (%)
Local News	84
International News	54
Sport	1
Drama series	10
Talk shows	13
Game shows	2
Variety or comedy shows	1
Reality shows	2
Other	14

Women listened to a variety of radio programs but local news (84%) and international news (54%) were by far the most popular. Apart from news programs, talk shows and drama series were popular with around one in ten women. Other programs did not appear to be very popular.

# How to Access the Internet

Use internet regularly

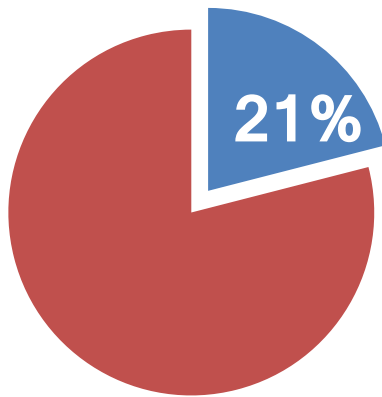


Device used	Pre n=51 (%)
PC or laptop	18
Tablet	18
Mobile phone	90

Around one in five (21%) of women used the internet regularly. To access internet the vast majority of users would use a mobile phone (90%) followed by tablet (18%) and PC or laptop (18%).

# Social Media Subscriptions

Use internet regularly



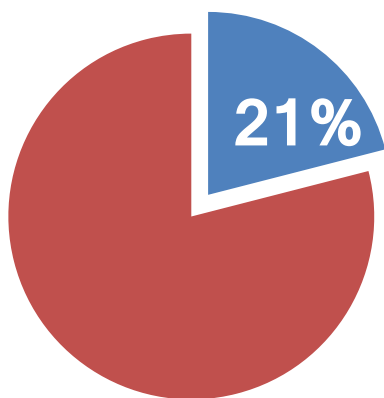
Social media	Pre n=51 (%)
Facebook	98
Twitter	4
Google+	22
Instagram	18
YouTube	35
Other	6
None	-

All women who had internet access have a social media subscription. Facebook was by far the most popular site used by nearly all women (98%). Other popular sites included YouTube (35%), Google+ (22%), and Instagram (18%).



# Social Media Activities

Use internet regularly

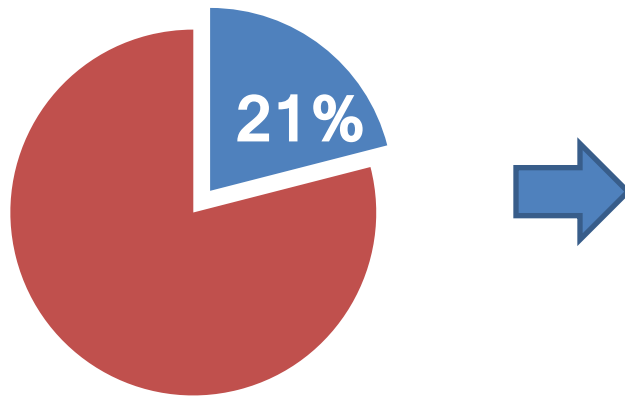


Activity	Pre n=51 (%)
Searching	39
Reading material	63
Chatting	63
Connecting and networking	26
Downloading stuff	16
Sharing stuff	14
Competition and games	-
Other	4

Women did a variety of activities when using social media, the most popular being reading materials (63%) and chatting (63%). Some women also searched for information (39%) and around one in four (26%) used it for networking, some downloading stuff (16%) and some sharing stuff (14%). Competitions and games, on the other hand, were not popular with women.

# Chat Services Used

Use internet regularly



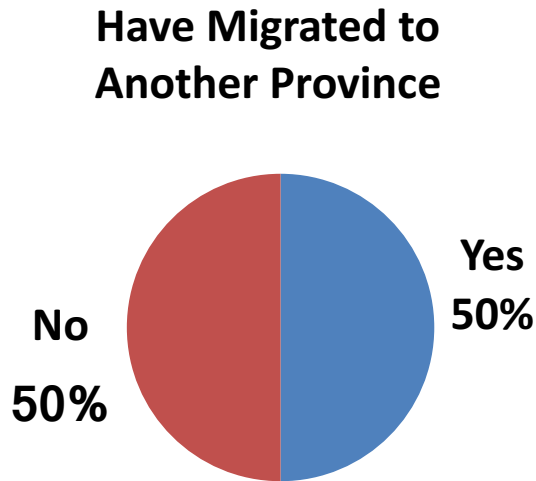
Chat service	Pre n=51 (%)
Google chat	12
Facebook	94
WhatsApp	4
Line	2
Skype	37
Yahoo	10
Viber	4
Wechat	-
None	2

Overall, 98 percent of internet users used a chat service. Facebook was the most popular one with 94 percent, followed by Skype with 37 percent and Google Chat with 12 percent. Other chat services were only used by very few women, with 10 percent or less.

## Migration Preparations & Expectations (Pre Stage Only)

Awareness of human trafficking, information sources about migration and how to fund migration costs.

# Past Migration Experience



Know others who have migrated	% n=243
No	20
Father	3
Mother	4
Sibling	23
Other relative	49
Close friend	49
Work colleague	4

Only women who had never migrated overseas were interviewed. Some 50 percent had migrated to another province for work in the past. Most of the women (80%) also knew someone else who have migrated. In most cases it was other relatives (49%) or close friends (49%).

# Influencers on Decision to Migrate

Nearly all women said they themselves will play a key role in making the decision on how and where to migrate. However, many indicated they were influenced by other people. There was some difference when comparing those who had a desire on their own to migrate and those who may have no choice but to migrate. Both groups were influenced by close family members but for the latter this influence was greater. The mother in particular was found to be a key influencer.

Influencers	Total n=243 (%)	Desire to migrate n=106 (%)	Don't desire but have to n=137 (%)
Myself	92	90	93
Recruitment agent	5	5	4
your spouse	40	34	44
your mother	47	38	53
your father	36	24	45
your child	12	13	12
your sibling	16	27	7
Other relative	26	30	23
Friends	21	24	19
Someone at work	2	2	2
Employer	3	4	2
Community leader	-	-	-
Other	4	1	7
Nobody else	13	13	12



# Work Sought & Desired Destination

Type of Work Desired	% n=243
Domestic work	92
Business services	4
Other	4

Most desired destination	% n=243
To another province	4
Saudi Arabia	62
UAE	11
Middle East	9
US or Canada	3
Singapore	3
Australia or New Zealand	-
Other Asia	2
Don't know	5

The vast majority of women (92%) intended to migrate to do domestic work. The most popular destinations were Saudi Arabia (62%), followed by UAE (11%) and Middle East (9%). Other destinations were far less popular.

# Source of Financing & Migration Assistance

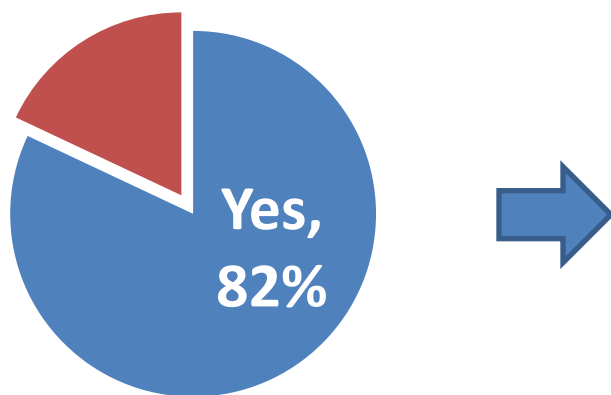
Source of Financing	% n=243
Own savings	67
Sell some assets	12
Borrow from friends	42
Money lender	13
Bank loan	1
Loan from agency / broker	7
Other	3

Would help you to migrate	% n=243
Would do by myself	15
Friends and relatives who are recruiter	49
Friends and relatives who are NOT recruiter	12
Recruiter from an agency	55
Others	3

Women envisaged that the cost of migration would be covered by their own savings in most of the cases (67%) or from borrowing funds from friends (42%). Some will borrow funds and most will borrow from money lenders or the recruitment agency.

In terms of assistance during the migration process, most women mentioned the expected this to come from the recruitment agency (55%) or friends and relatives who are recruiters (49%).

# Exposed to info on Safe Migration



Most women (82%) had been exposed to information about how to migrate safely. Those aware had mainly heard about it from TV documentaries (57%), news and media reports (51%), friends and family (35%), radio (28%), and POEA (27%). On average, women had been exposed to the issue from 2-3 different media sources.

Source of awareness	n=199 (%)
News and media reports	51
TV documentary or other program	57
Community radio	28
Through friends or family	35
Through local government authorities	3
Religious leaders	1
Commercial Radio	8
Internet	10
Police	4
Maguindanao TIP-VAWC Actionline	5
DOLE (Department of Labour and Employment)	12
POEA (Philippine Overseas Employment Admin)	27
OWWA (Overseas Workers Welfare Administration)	11
Kaagapay OFW or other NGO	5
Job fairs (e.g. on labor day)	-
Public service announcements	-
Community event, festival, street show etc.	-
Posters, leaflets or brochures	6
Recruitment agency or broker	2
<b>Average number of media sources</b>	<b>2.7</b>

# Awareness of TIP

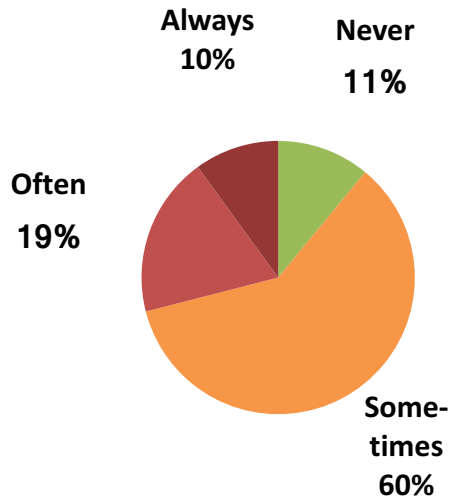
Level of awareness	Total n=243 (%)
Never heard about it	29
Have not heard much about it	15
Yes, I have heard about it but I'm not very familiar with it	49
Yes, I'm quite familiar with this subject	8

Quite a number of women had never heard about trafficking or not heard much about it (29%). Those aware had mainly heard about it from TV documentaries (67%), news and media reports (53%), POEA (31%), and radio (25%). On average, women had been exposed to the issue from two to three different media sources.

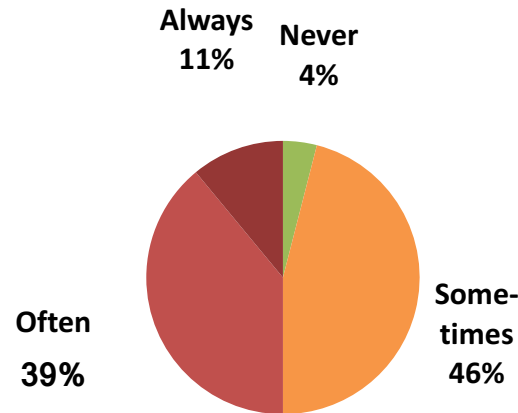
Source of awareness	n=137 (%)
News and media reports	53
TV documentary or other program	67
Community radio	25
Through friends or family	23
Through local government authorities	3
Religious leaders	-
Commercial Radio	6
Internet	13
Police	7
Maguindanao TIP-VAWC Actionline	18
DOLE (Department of Labour and Employment)	12
POEA (Philippine Overseas Employment Admin)	31
OWWA (Overseas Workers Welfare Administration)	11
Kaagapay OFW or other NGO	6
Job fairs (e.g. on labor day)	1
Public service announcements	1
Community event, festival, street show etc.	-
Posters, leaflets or brochures	10
Recruitment agency or broker	2
<b>Average number of media sources</b>	<b>2.9</b>

# Perceived Risks if Migrating Abroad

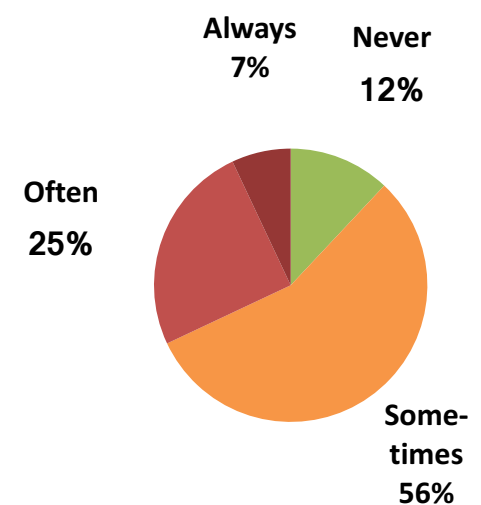
## Being cheated by the recruitment agency



## Being exploited by the employer



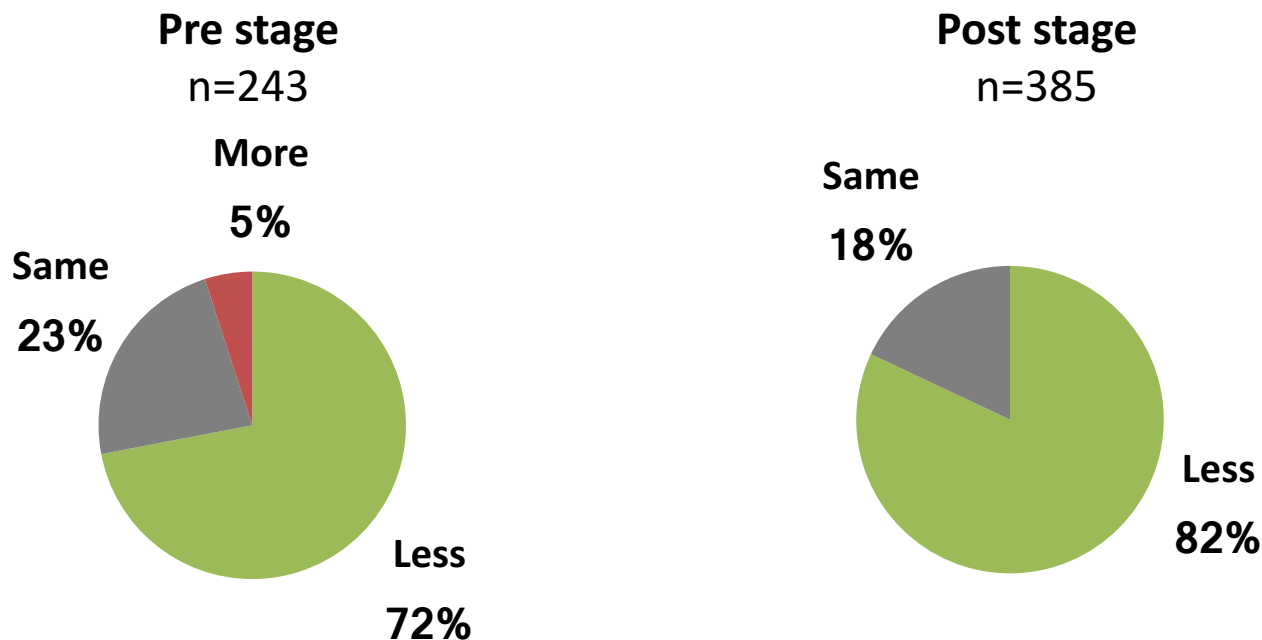
## Being arrested by authorities



Being cheated by recruitment agencies, exploitation by employers, and arrested by police were some of the risks women face when migrating. Women perceived the risk of being exploited by employers to be the greatest risk where some 10% said they expect this to happen often or even always.

# Risk if Migrating With Proper Documents

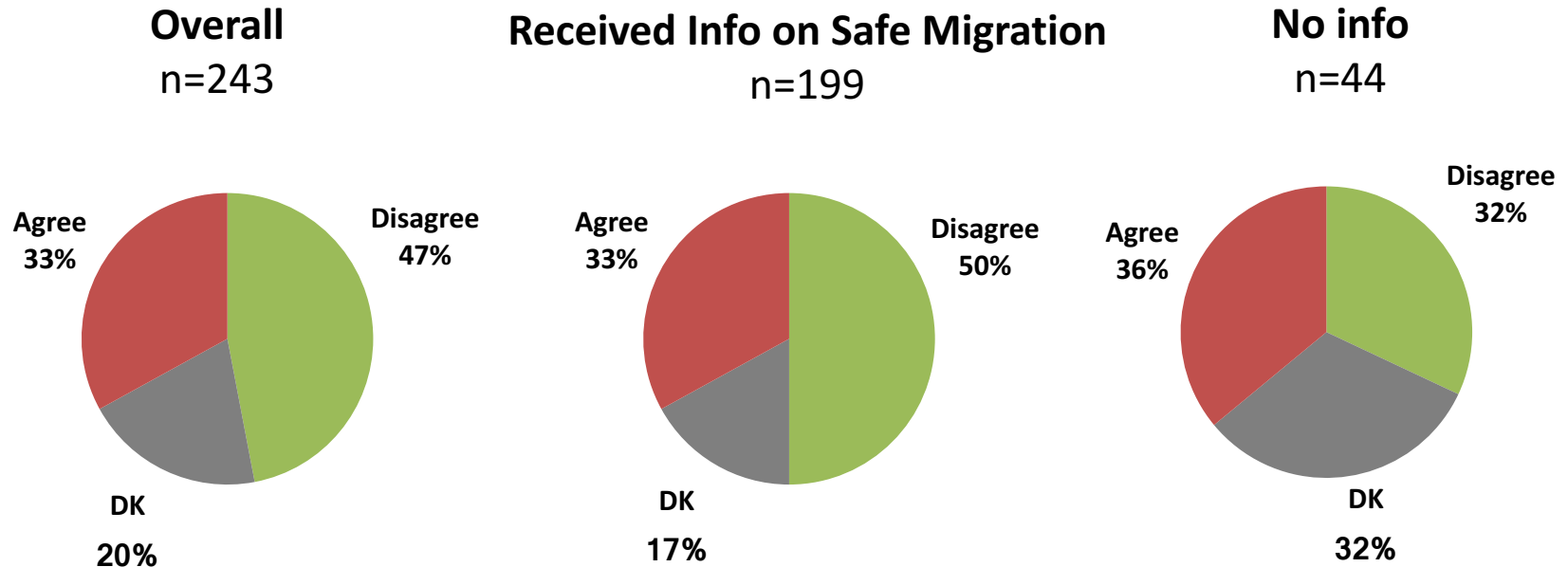
Passport, visa and work contract



During the Pre stage, the vast majority of women (72%) believed that they could migrate with less risk if they had proper documents including a valid passport, visa and work contract. Being exposed to information about safe migration appeared to have strengthened this belief and in the Post stage, 82 Percent felt the risk was less.

# Potential Benefits vs. Potential Risks

Benefits of migration outweigh the risk of being exploited



Women were somewhat divided when considering the benefits versus the risks of migrating. There were more (47%), however, who disagreed that the benefits outweighed the risks. Again, past exposure to information about safe migration appeared to have strengthened this belief. In other words, information about safe migration could help to make women more risk averse.

## Campaign Execution

Effective reach of 'I am Fatima': an IOM X drama and respondents rating it in terms of achieving its communication objectives.



# Evaluating Communication Objectives

- ▶ The communication objectives of 'I am Fatima': an IOM X drama, are summarized in the table on the right. These were confirmed with IOM X prior to the evaluation.
- ▶ Questions for the evaluation test was developed based on the specific communication objectives behind 'I am Fatima'.
- ▶ Respondents would watch 'I am Fatima' before asked to rate it.
- ▶ It needs to be pointed out that this test is not meant to test the creative execution per se, but rather gain some qualitative insight into how people in the target audience reacted towards 'I am Fatima' and its message.

Objective	Communication Strategy & Execution
<b>Effective Reach</b>	Mainly events supported by social media
<b>Brand Attribution</b>	'I am Fatima' features the IOM X and USAID logos
<b>Processing Tactics</b>	Use of credible talents who women migrants can relate to and associate to their own situation.
<b>Awareness Objective</b>	To be aware of the steps to take in order to migrate safely To be aware that not all recruiter are properly licensed
<b>Attitude Objective</b>	To make people concerned about how to migrate safely
<b>Action Objective</b>	To encourage women to contact POEA to check the status of recruitment agencies or seek information about safe migration

# I am Fatima: An IOM X Drama

On 20<sup>th</sup> of March 2017, IOM X launched a short form video drama called I am Fatima. This video told the story of Fatima, a young woman from Maguindanao in the Philippines who – motivated by family needs – chose to leave her home to work as a domestic worker abroad. 'I am Fatima' focused on her decision-making process and provided tips on how to migrate safely.

Respondents were exposed to 'I am Fatima' by showing it on portable tablets.

To measure effective reach, respondents were also asked if they had ever seen 'I am Fatima' before.



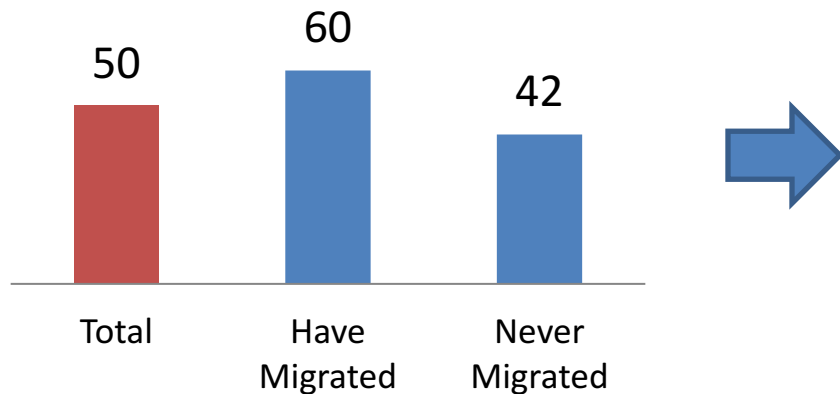
# Summary Result

- ▶ A number of questions were developed to gain an insight into the execution of ‘I am Fatima’ communication objectives including:
  - ▶ Effective reach
  - ▶ Brand attribution
  - ▶ Processing tactics
  - ▶ Message take out - Awareness objective
  - ▶ Message take out - Attitude objective
  - ▶ Message take out - Action objectives
  
- ▶ A **Net Performance Rating (NPR)** was used to measure message take out with respect to awareness, attitude and action objectives. **Promoters** are those who rated the message as ‘excellent’ and **Detractors** those who rated it as ‘poor’ or ‘average’. The **NPR** is calculated by subtracting the percentage Detractors from Promoters, see example below.

Excellent	Promoters	50	NPR = 50 – 10 = 40
Very good		30	
Good		10	
Average	Detractors	10	
Poor			

# Effective Reach & Media Source

## Effective Reach by Migration Experience

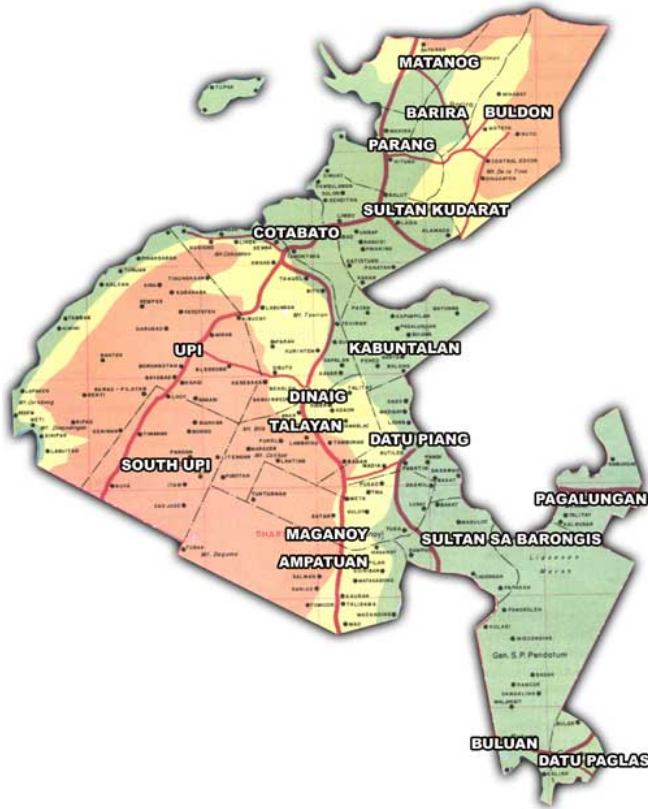


## Source of Exposure (Base: Those reached)

Media Sources	n=194 (%)
Maguindanao Women Celebration Month Event	71
Television	4
Radio	16
Vimeo	5
YouTube	20
Facebook	27
Other website	1
Other	2

Since 'I am Fatima' was launched in March 2017, half (50%) of the target audience have seen 'I am Fatima'. Reach was found to be somewhat higher amongst group of respondents who had migrated before. Those who had seen the PSA were also asked where they had seen it. Maguindanao Women Celebration Month Event was the media source with the highest reach overall (71%). Followed by Facebook (27%) and YouTube (20%).

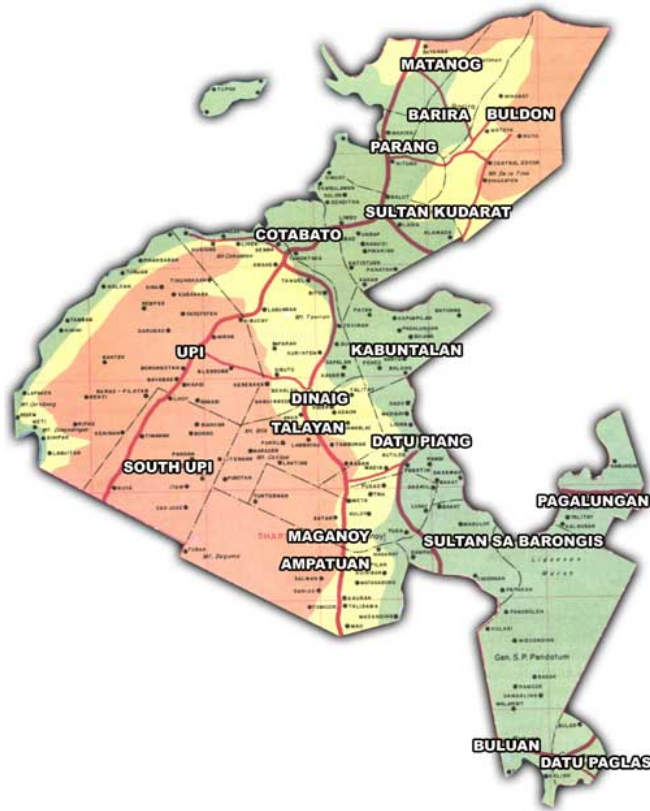
# Effective Reach by Region



Region	Overall Reach (%) n=385	March Event (%) n=138
Buluan	74	69
GSK	36	31
Paglas	53	53
Datu Odin Sinsuat	83	8
Pagalungan	65	60
Parang	53	25
Sultan Kudarat	39	20
Sultan Mastura	17	11
Paglat	29	29
Upi	51	49
<b>Overall</b>	<b>50</b>	<b>36</b>

Overall, 50 percent of the women interviewed had seen the video, 36 percent of women who had seen the video said they saw it at the March Maguindanao Women Celebration Month Event. Highest reach could be seen in Datu Odin Sinsuat, Buluan and Pagalungan, all with over 65 percent.

# Event Attendance by Region

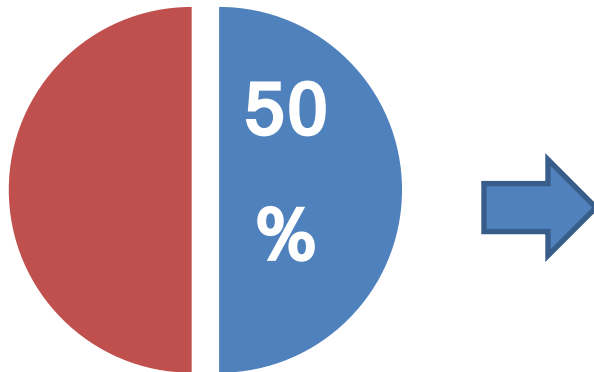


Region	Overall Attendance (%) n=385
Buluan	69
GSK	36
Paglas	65
Datu Odin Sinsuat	8
Pagalungan	60
Parang	39
Sultan Kudarat	22
Sultan Mastura	11
Paglat	34
Upi	49
<b>Overall</b>	<b>40</b>

Overall, 40 percent of the women interviewed had attended the March Maguindanao Women Celebration Month Event. Highest attendance was from Buluan, Paglas and Pagalungan, all with 60 percent or more.

# Effective Reach & Brand Attribution

## Effective Reach



## Brand Attribution

(Base: Those reached)

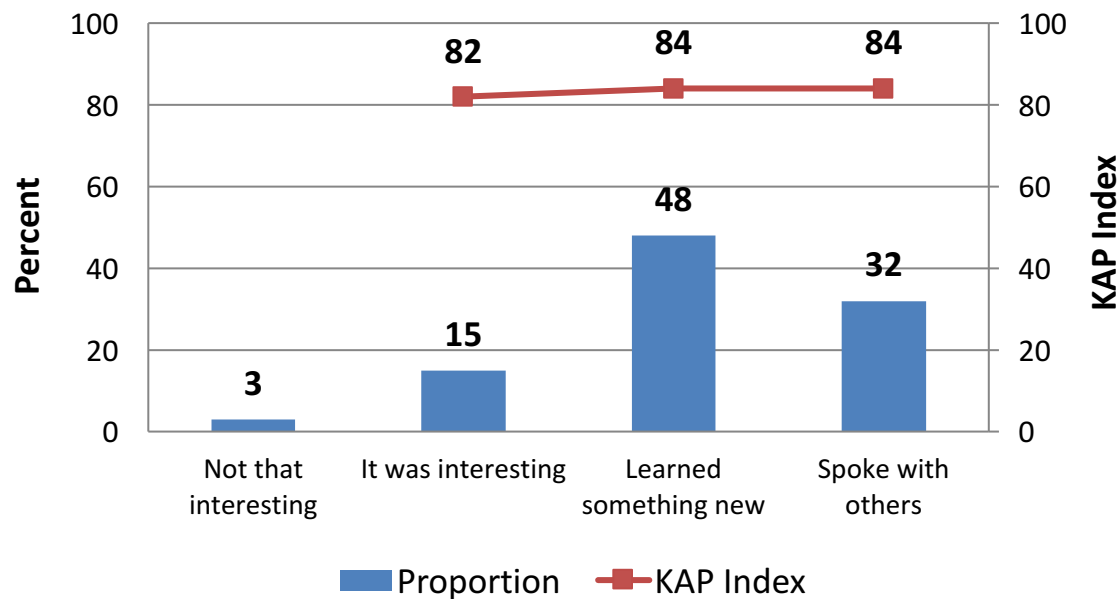
Which INGO put out the PSA?	n=194 (%)
IOM X	87
International Organization of Migration (IOM)	11
Don't know	2

'I am Fatima' was initially shown un-branded and those who claimed to have seen it were asked to state which organization put it out. Of those who had seen the PSA, 87 percent could correctly link it to the IOM X brand.



# Extent of Processing

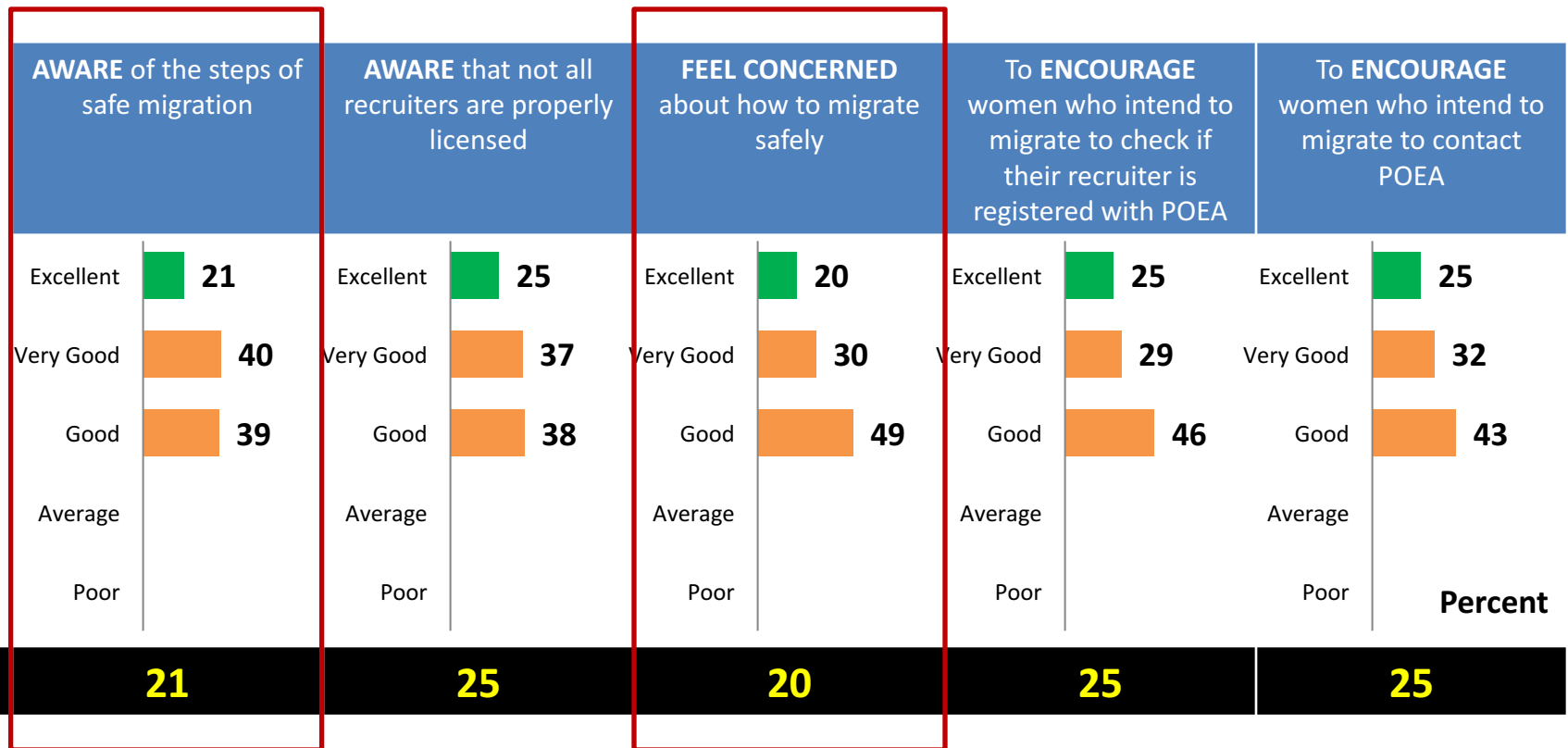
## Immediate reaction after seeing the I am Fatima video



Processing related to the extent to which 'I am Fatima' caught people's attention and processed the message. Some 80 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (48%) and some intended to speak to others (32%) about the issue. Not surprisingly, processing also has a direct relationship with impact (i.e. the KAP Index). The higher the level of processing, the higher the KAP Index.

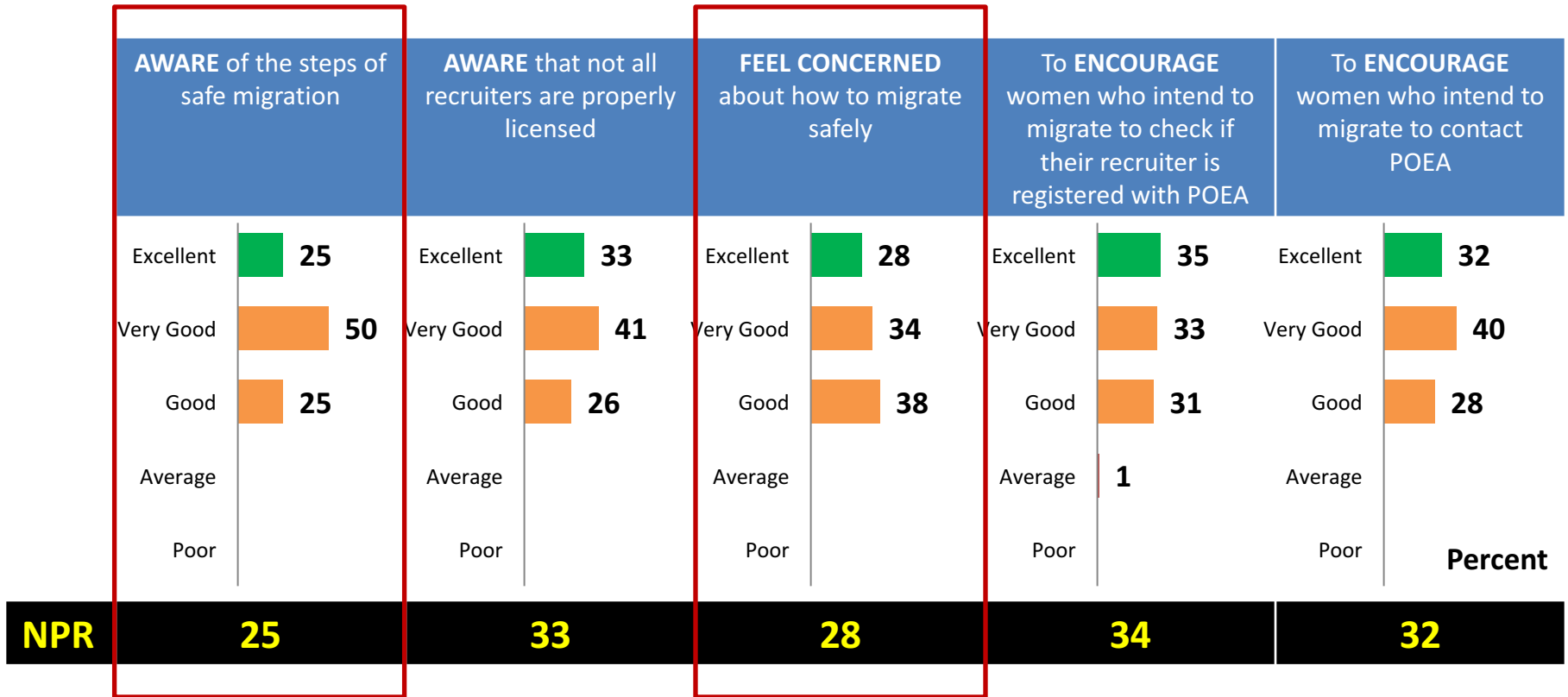


# Message Takeout - Overall



Respondents also rated 'I am Fatima' based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform quite well, all with an NPR of around 20-25. In terms of making women feel concerned about how to migrate safely, performance was rated lowest with an NPR of 20 followed by making them aware of the steps of safe migration (NPR 21).

# Message Takeout – First Time Viewers



Respondents who had not seen 'I am Fatima' before tended to give significantly higher rating as reflected by the higher NPR scores, now ranging between 25-34. This simply highlights that once an audience has been exposed to a particular piece of communication, the novelty of the message may in some cases wear off a bit as reflected by somewhat lower ratings.

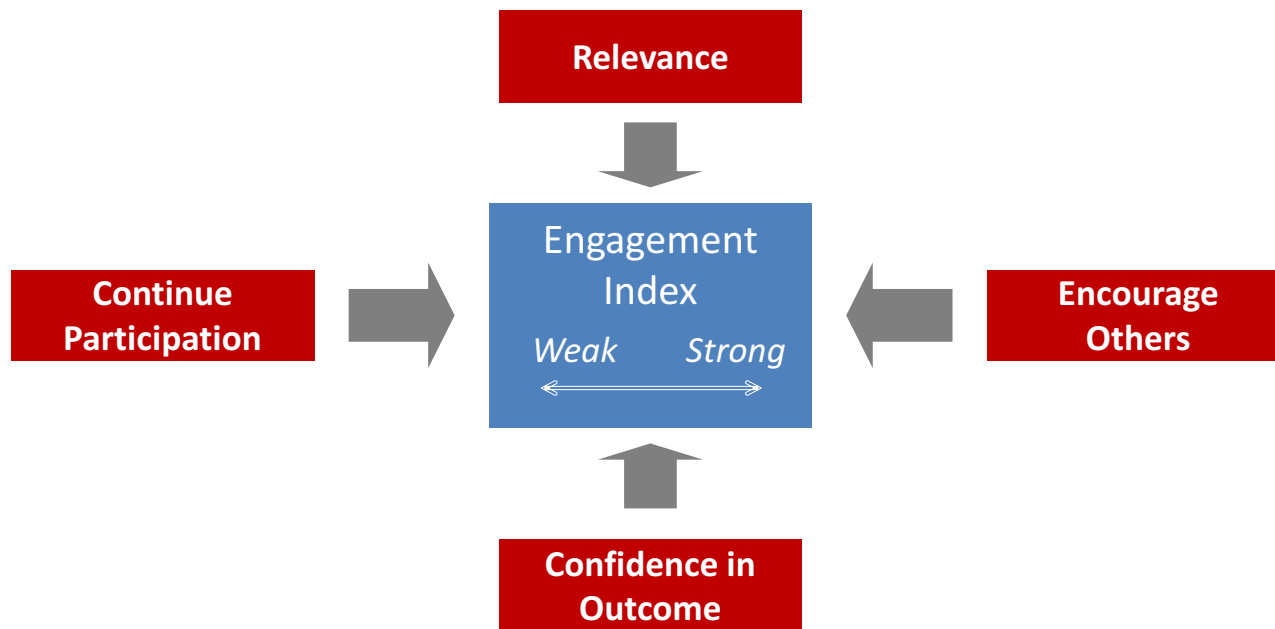
# Engagement Measurement

The engagement index is used to examine the extent to which 'I am Fatima' helps to engage the audience and how it varies between different target segments.

# Engagement Index

Engagement measures the extent to which members of the target audience can relate to the message and find it interesting and relevant enough to either increase their own engagement with the issue or share and potentially influence other people.

The engagement Index was created to measure level engagement by looking at activities along four distinct dimensions. The four dimensions look at perceived **relevance** of the activity, whether target audience members **encourage** others to watch 'I am Fatima', if participants anticipate **continued engagement** with the issue, and the extent to which participants feel confident 'I am Fatima' can make a contribution to real **outcomes**. The four dimensions are combined to form an index. This provides a more robust measure of engagement.



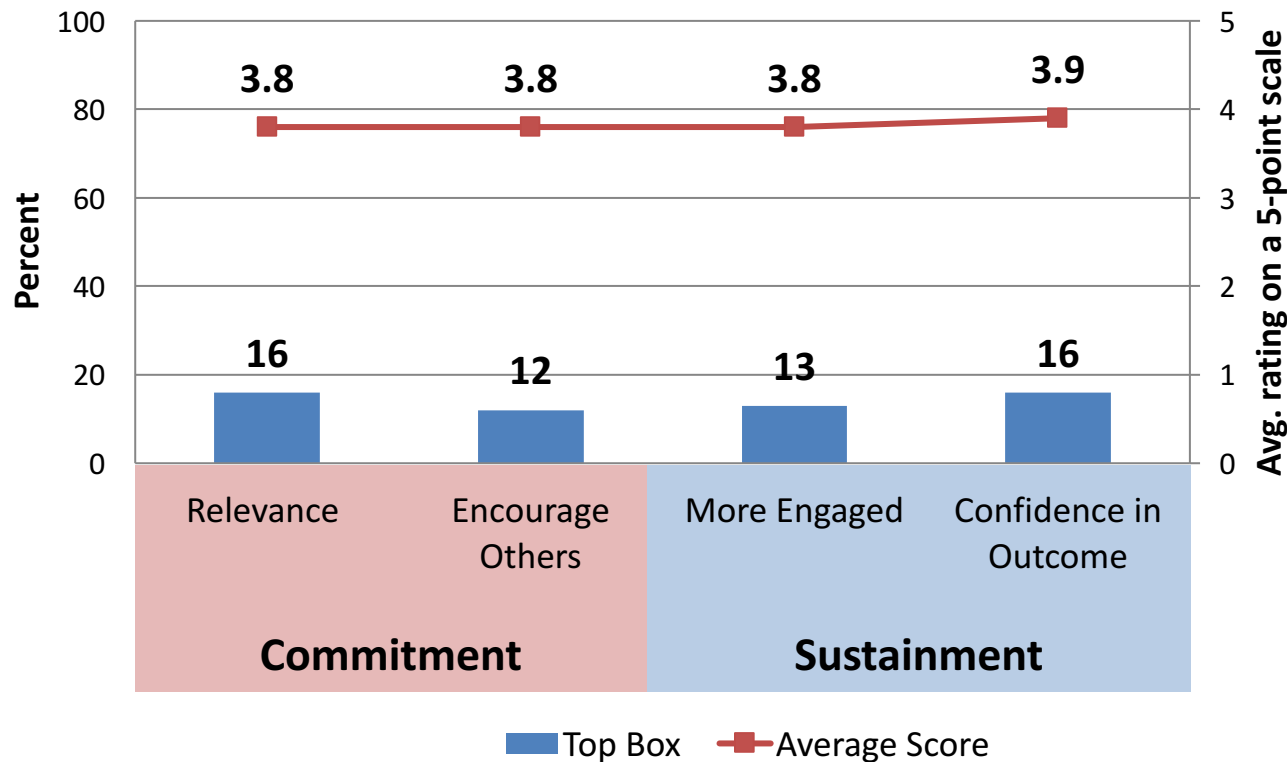
# Four Simple Questions

1. How **relevant** is this video to women like you ?
2. Would you **encourage** others to watch this video?
3. Will this video encourage women **to check** the legitimacy of their recruiter's licence with POEA?
4. If women follow the advice in this video, how **confident** are you that they will be able to migrate safely?

If beneficiaries feel the program or activity is relevant, are likely to encourage others, see themselves become more engaged, and feel confident about future outcomes, then there is strong evidence to suggest the program is performing well and moving in the right direction.

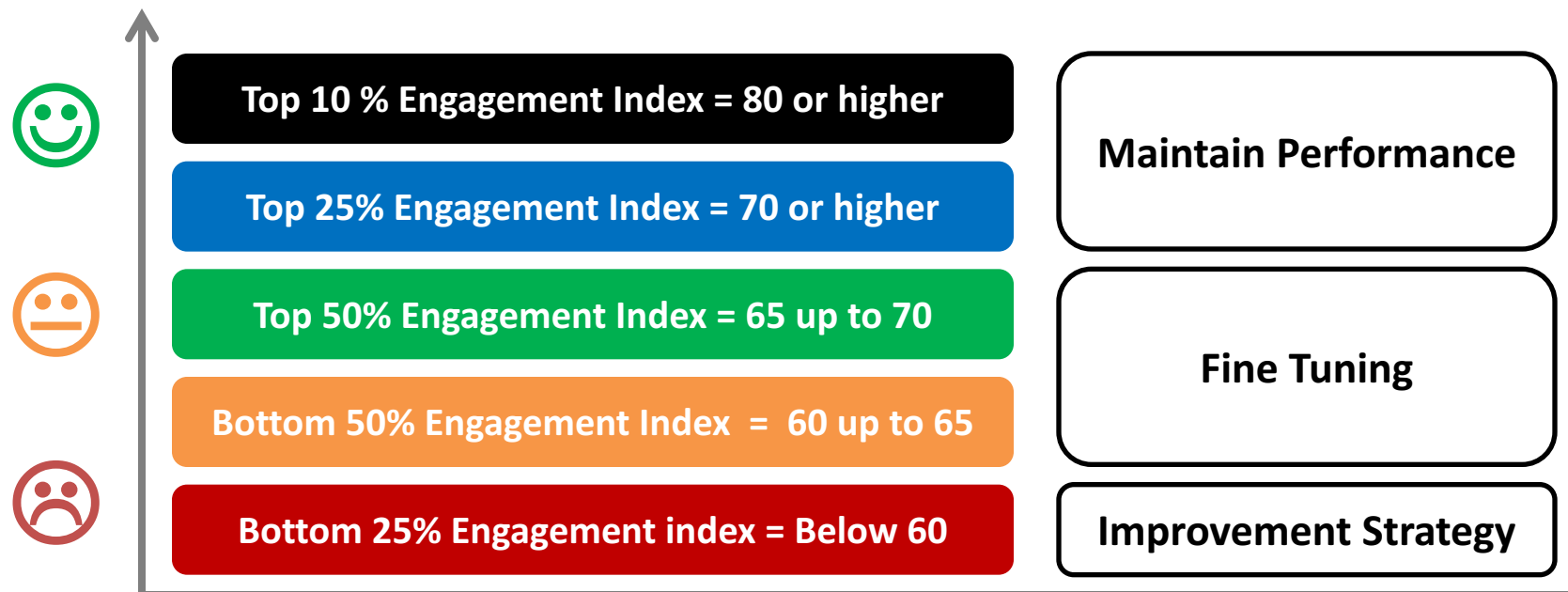
# Individual Dimension Scores

Overall, top box scores (those rating 'I am Fatima' as Excellent) are reasonably high indicating there was interest in what 'I am Fatima' had to say. Top box scores were on average similar across the four components. Confidence in outcome can at times score lower but in this case it had the highest average score with 3.9 compared to 3.8 for the other components.

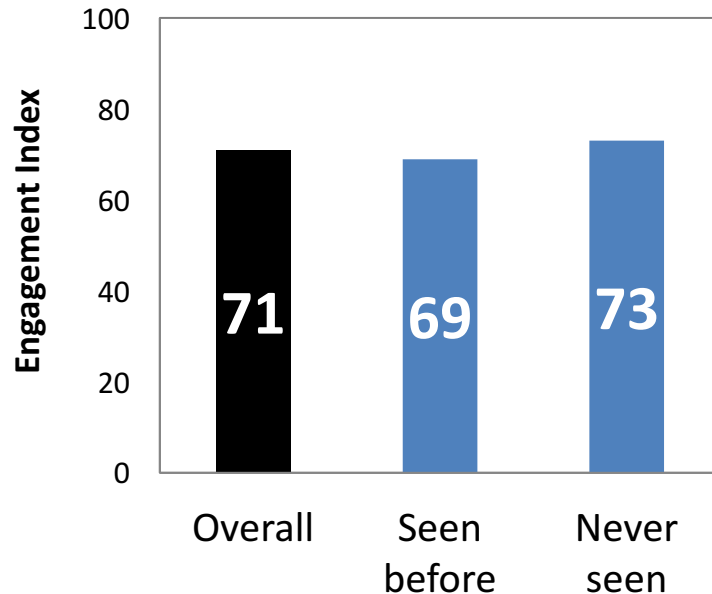


# Benchmarking & Performance Tiers

- ▶ Based on over 30 past studies, performance benchmarks have been set up. This allows clients to gain an insight into how well their program is performing relative other programs around the region and beyond.
- ▶ An Engagement Index score of 65 would place a program around average and if over 70 it would fall in the top 25%. An Engagement Index of 80 or higher means the program is performing in the top 10%.
- ▶ Benchmarking is useful as it helps to guide the program in terms of immediate action. At the higher level a maintenance strategy should be considered, to maintain high level of performance. If the Engagement Index is below 60 there may be a critical need for improvement.



# Engagement Index for I am Fatima video



With an index of 71, the migration video is in the Top 25% compared to other interventions measured in the past.

With an index of 71, the migration video is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the solid performance of 'I am Fatima'.

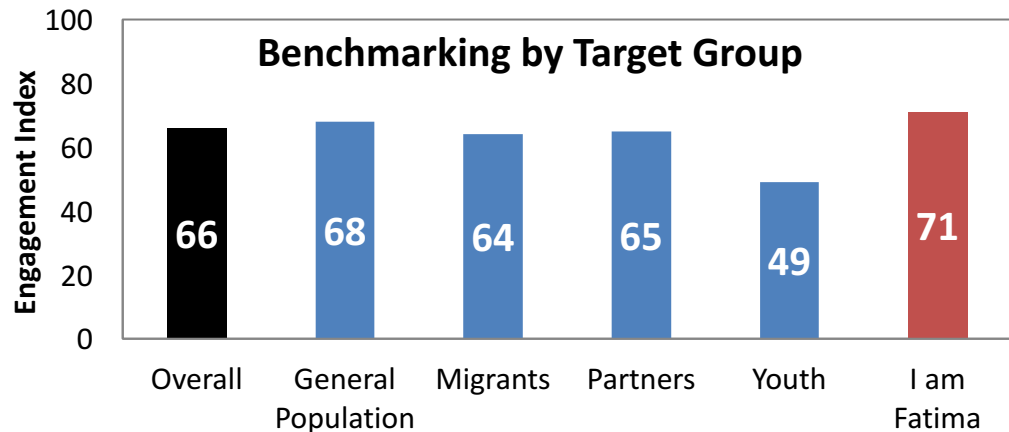
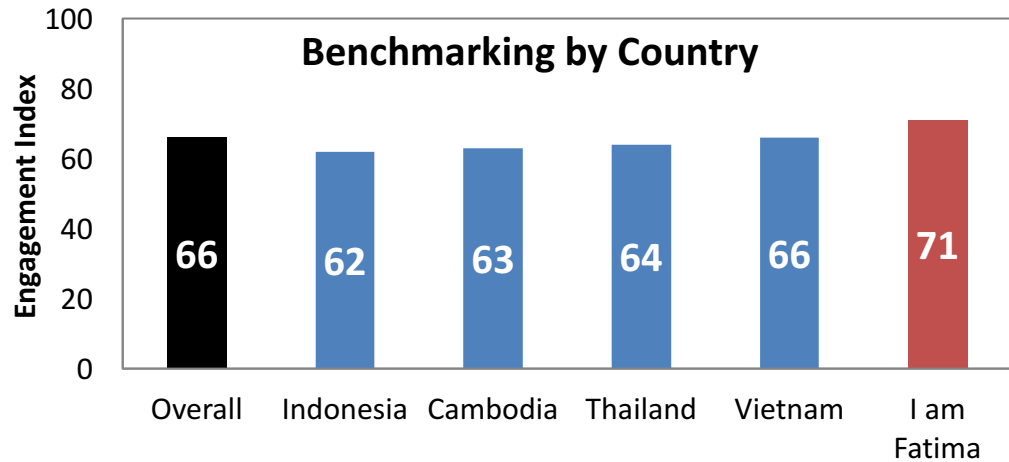
**Note:** because 'I am Fatima' was shown on a tablet there is some limitation regarding the screen size. This could potentially affect the ratings and the overall engagement index. Also given that many women had seen the video before, this also contributed to a slight decline in engagement and those who had seen the video before had an engagement index of 69 versus 73 for those seeing it for the first time.



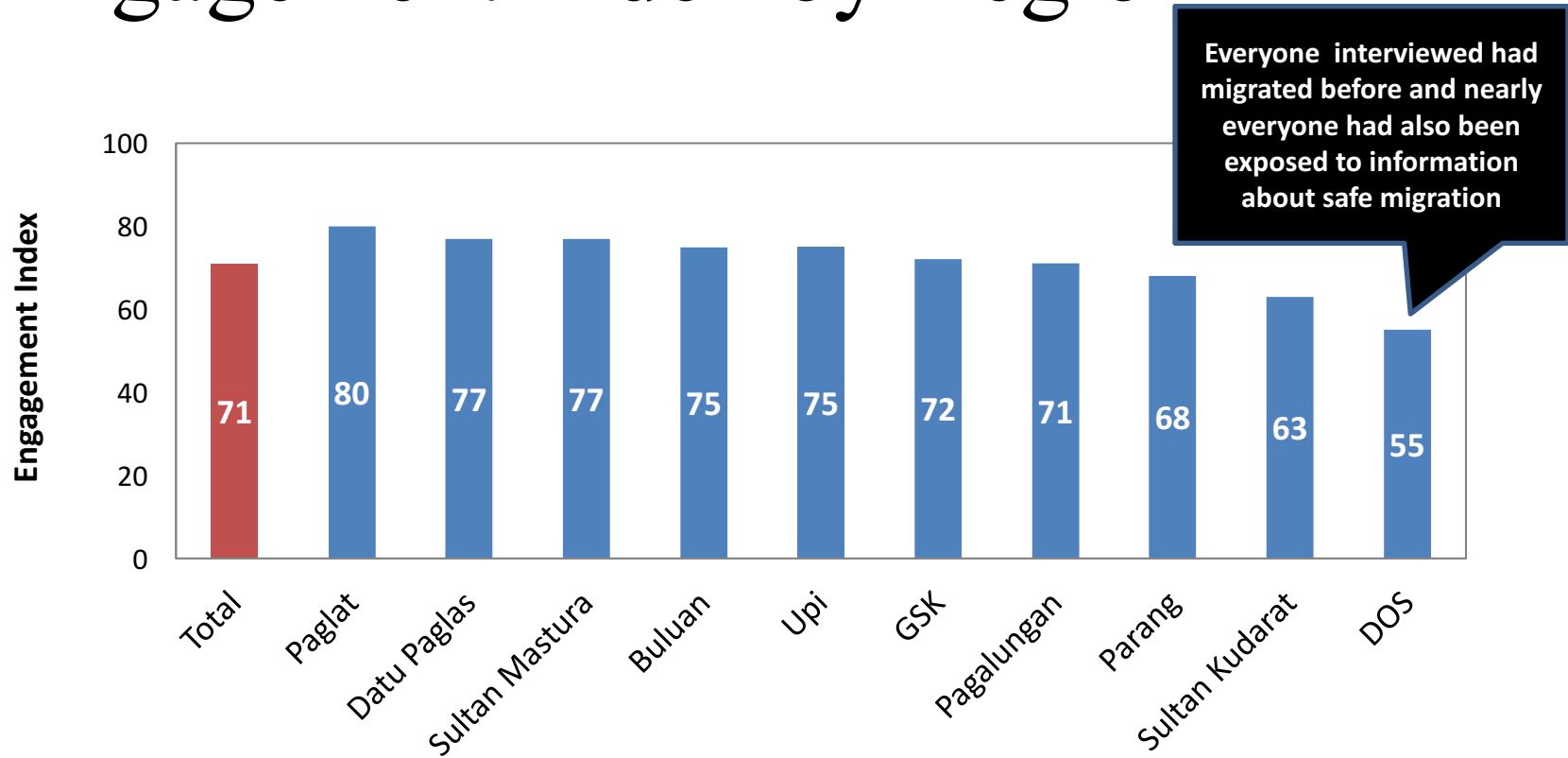
# Benchmarking

The overall benchmark for the Engagement Index is 66 and varies to some extent when comparing results from different countries and target groups. Each benchmark is based on at least three studies.

As can be seen, the migration video performed better than both the country benchmark for Thailand (66) and the target group benchmark for both general population (68) and youth (49).



# Engagement Index by Region



Engagement differed between regions, and scored significantly lower in Sultan Kudarat and Datu Odin Sinsuat (DOS). It was found that those who had migrated before were engaged to a lesser extent compared to those who had migrated to other provinces. In DOS, everyone interviewed had migrated before and in Sultan Kudarat the majority had migrated in the past. A wider majority in both locations had also been exposed to information about safe migration and could explain why they may have felt less engaged.

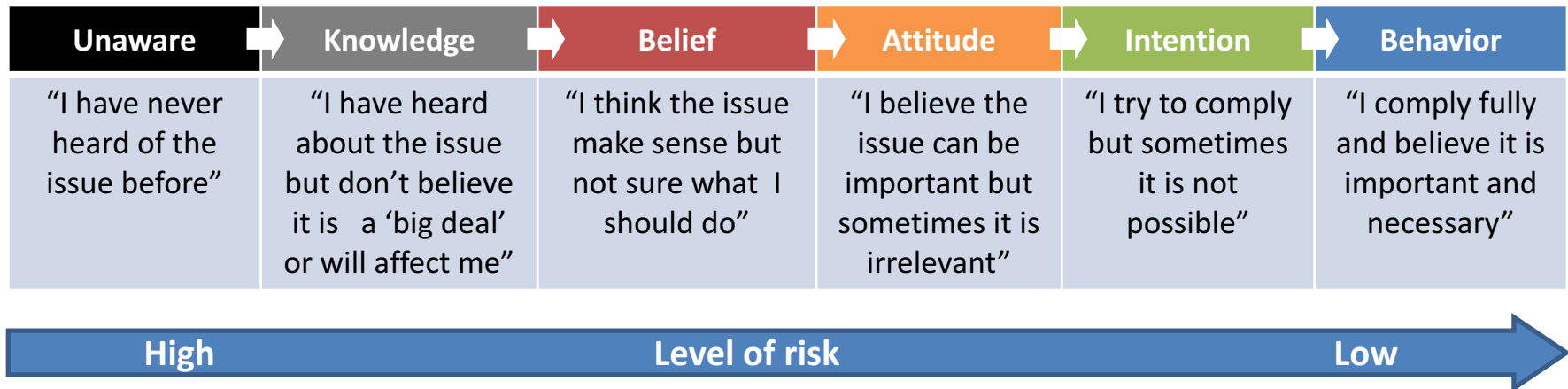
## Impact Framework in Perspective

KAP Score is proven evaluation framework based on popular behaviour change theory and with benchmarking capabilities.

# Basic Behaviour Change Concept

Behavior change is not black and white but is better described as a journey. Popular behavior change theory (i.e. theory of planned behavior and the trans-theoretical model) describes how an individual moves towards behavior change through a series of stages. The process starts with awareness and knowledge building, moving on to belief formation and attitude change, and finally behavioral intentions and behavior change. From a social development program perspective, the behavioral change journey may also be described in terms of risk. As beneficiaries move towards behavior change, their risk level is gradually reduced. Most social development programs are directed toward beneficiaries that are considered to be at a higher risk level and consequently, at a lower level in the behavioral change journey.

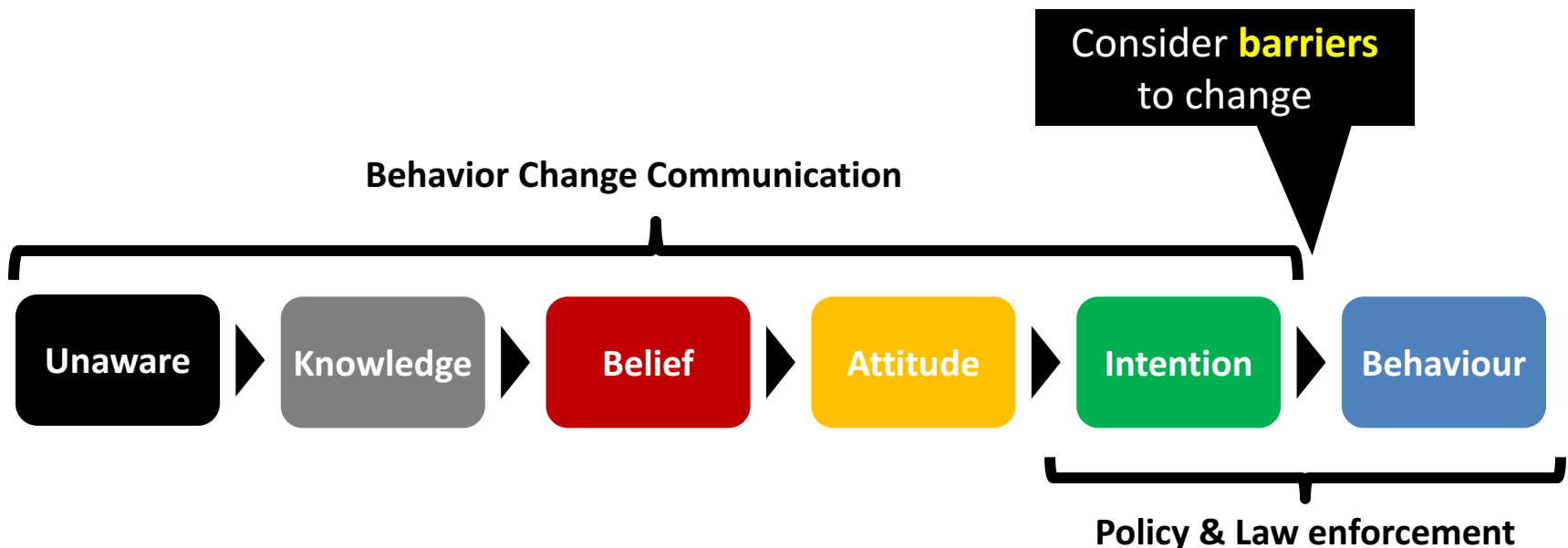
Based on this theory, Rapid Asia uses a proven model (i.e. KAP Score) that is able to replicate the behavior change journey and approximate at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can make a contribution by shifting them to a higher level in the journey. Each stage of the journey can be described as shown below.



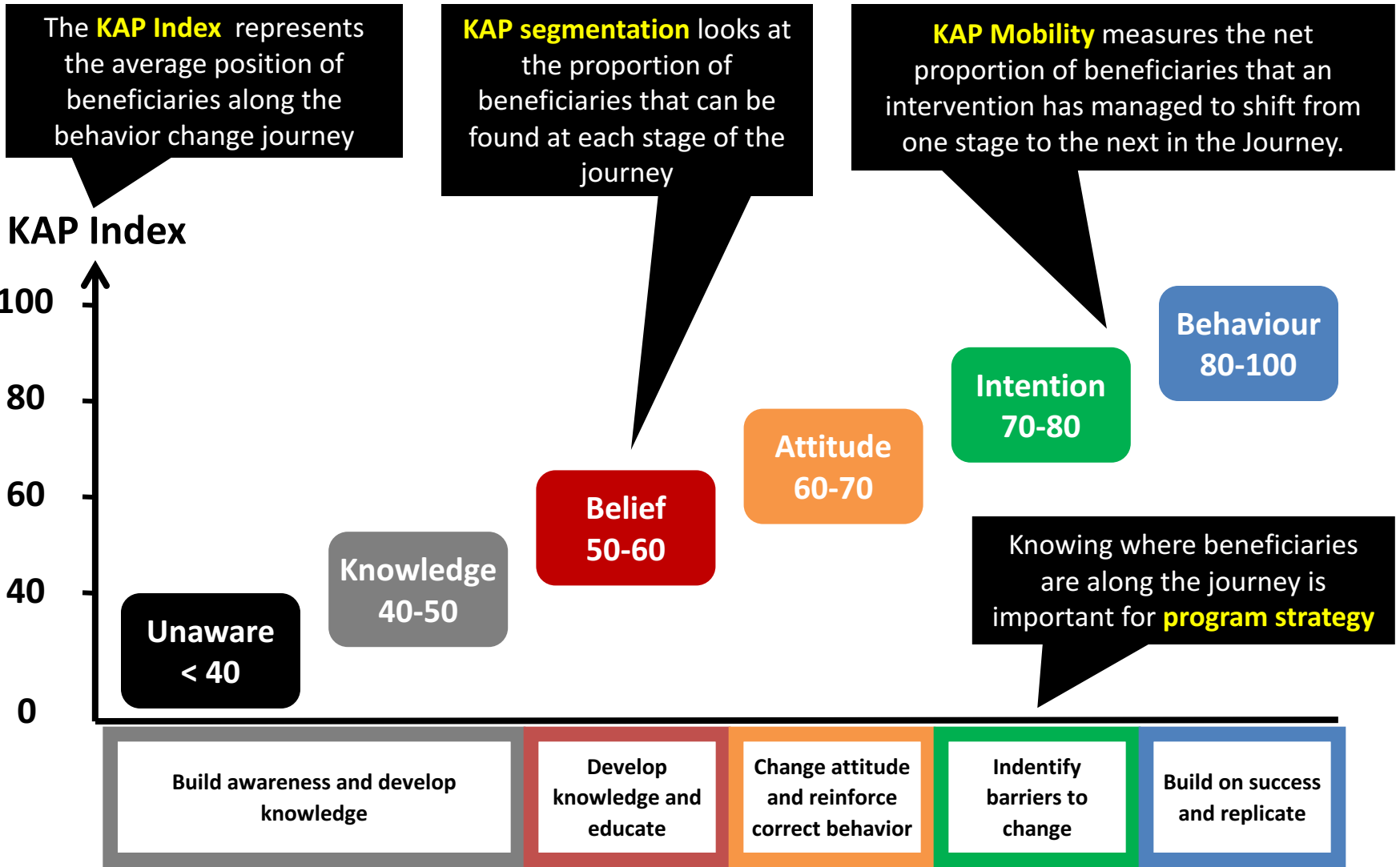
# Communication & Policy go Hand in Hand

Communication alone can seldom move a person through all the stages but can potentially bring them to a point at which they have formed an intention to change provided there are no physical or environmental barriers to prevent them from doing so. Financial constraints, social norms, and lack of law enforcement are examples of barriers that can prevent beneficiaries from taking the desired action.

Dividing the journey into stages also helps to better understand program strategy. If the target audience is trailing lower down the journey, communication would focus on awareness and knowledge building. As the mind-set of the target audience develop, influencing attitudes becomes more important. Finally, removal of potential barriers and reinforcement of positive behavior needs to be considered. Apart from policy and law enforcement, potential barriers can be financial, availability, self efficacy and social norms.



# KAP Score Indicators



# KAP Score Indicators Explained

## KAP INDEX

- ▶ The **KAP Index** is an indicator in which knowledge, attitudinal and behavioral intent measures have been incorporated to form an Index. The higher the KAP Index, the more developed the mind-set of the beneficiaries. The KAP Index helps to make an initial assessment against which program impact can be monitored and evaluated. Hence, a significant increase in the KAP Index following an intervention is evidence of impact and that some level of behavior change is very likely to have taken place. The link to actual behavior has been validated in past studies and confirms that the KAP Index is a good proxy for measuring behavior change.

## KAP SEGMENTATION

- ▶ **KAP Segmentation** shows how beneficiaries are distributed along the journey. Beneficiaries are allocated to the different segments along the journey based on the developmental stage of their mind-set. A person with a poorly developed mind-set would fall into the lower stages of the journey. The higher the proportion that falls into this space, the stronger the need for interventions that focus on awareness and knowledge building. It is also possible to profile the segments in detail for better communication targeting.

## KAP MOBILITY

- ▶ In situations where a pre and post measure is done, it is useful to look at the extent to which the intervention has managed to shift beneficiaries to a higher level in the journey. The proportion of beneficiaries who have shifted from one stage in the journey to the next can be examined. **KAP Mobility** shows the overall net result of this shifting. A score of 100 means that everyone in the target group have shifted one step up the journey on average. In line with the theory that behavior change happens in stages, the KAP Mobility score is seldom over 100.

# KAP Score Questions

The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the client. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions have been formulated in the context of women domestic workers. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what IOM X is trying to communicate.

KAP	Questions / Statements
<b>Knowledge</b>	<p>You need a passport, visa and work permit to migrate for work to another country</p> <p>Migrating illegally means you become at risk of being arrested and deported</p> <p>Those migrating with proper documents can earn more money and access health care</p> <p>To verify a recruiter the best option is to check their license with POEA</p> <p>Understanding the correct definition of human trafficking</p>
<b>Attitude</b>	<p>People in my community prefer to migrate through informal or illegal channels</p> <p>If the recruitment agent shows some kind of license that means you can trust them, no need to check further</p> <p>If someone is recruited by a relative or someone they know there is no risk at all</p> <p>It is not possible to avoid the risk of trafficking, whatever happens, we cannot prevent it</p> <p>It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy</p>
<b>Behavior (practice)</b>	<p>Seek advice from POEA if unsure about a recruitment agent</p> <p>Seek information about potential risks before migrating for work</p> <p>Discussing with friends about how to migrate safely</p> <p>Verify the authenticity of a recruiter's license before migrating</p> <p>Seek independent advice about a job offered by a relative</p>



# Social Norms

When looking at behavior change it is important to consider the potential impact of social norms. The existence of strong social norms can influence people to behave against their conscience or what they believe to be right. In such cases, influencing people to change their behavior may be less effective unless social norms are tackled as well.

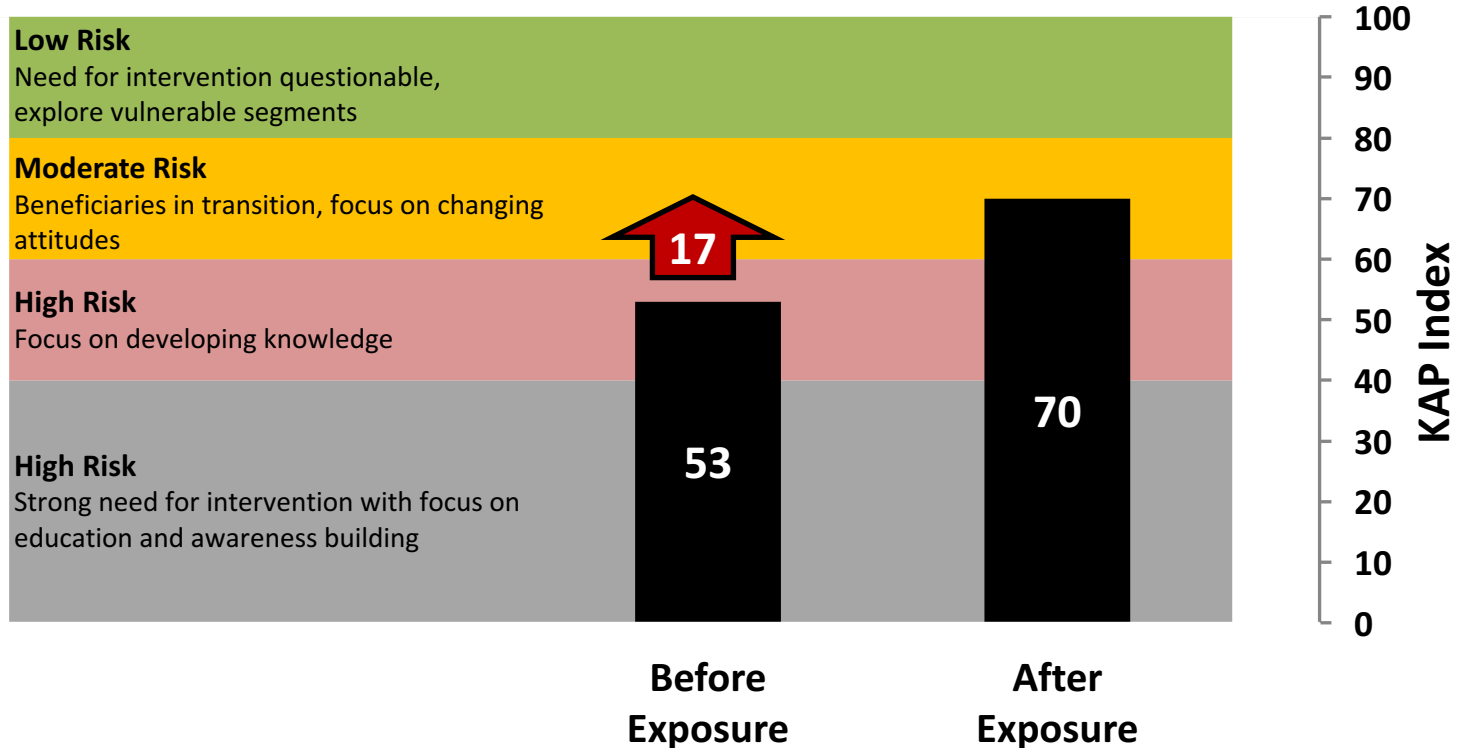
In the case of safe migration, one of the major risk factors is trafficking where dubious recruiters use deceitful tactics to lure migrants. Social norms can come into play if people feel it would not be socially unacceptable to refuse a job offer, even if they felt uncomfortable with the agent or the work itself. To test this, questions were asked to determine whether (1) refusals are considered **socially acceptable** and (2) whether refusals are considered to be **normal behavior**. Based on these two dimensions, the matrix below shows how respondents were classified based on their answers. In this case, 83 percent women indicated that social norms only weakly influence their ability to refuse a job. Hence, the influence of social norms is considered to happen only to a small degree.

Influence of social norms		Refusals are considered socially acceptable		
		Most of the time	Sometimes	Seldom
Refusals are considered normal behavior	Most of the time	44%	2%	<1%
	Sometimes	37%	11%	1%
	Seldom	5%	<1%	1%

# KAP Index® Benchmarking - Background

(Based on over 38,000 interviews with general public in 20 countries)

Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index, moving the KAP Index up from an average of 53 up to 70 points. At the pre stage, beneficiaries are typically at the lower end of the Acceptance Stage, a stage at which they are in transition with most being part of the high risk segment.

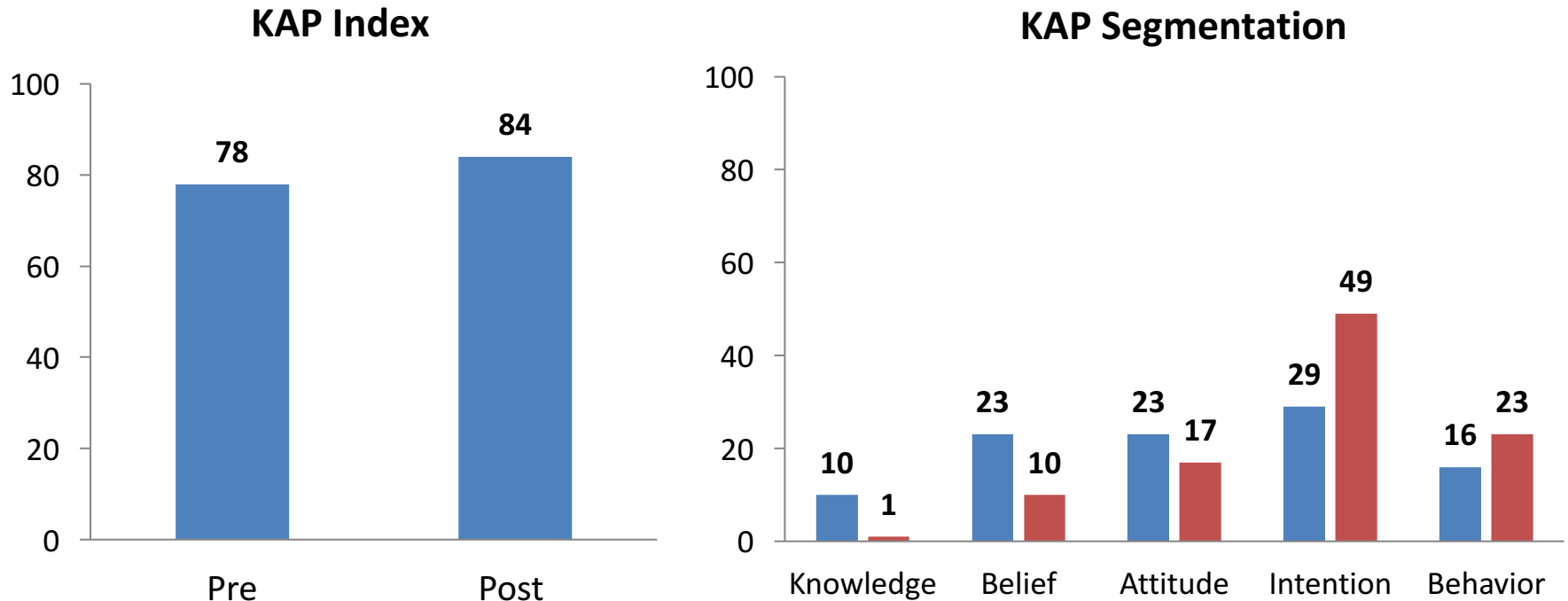


# Impact Result

Measurement of impact using KAP Score

# KAP Index and KAP Segmentation

## Overall



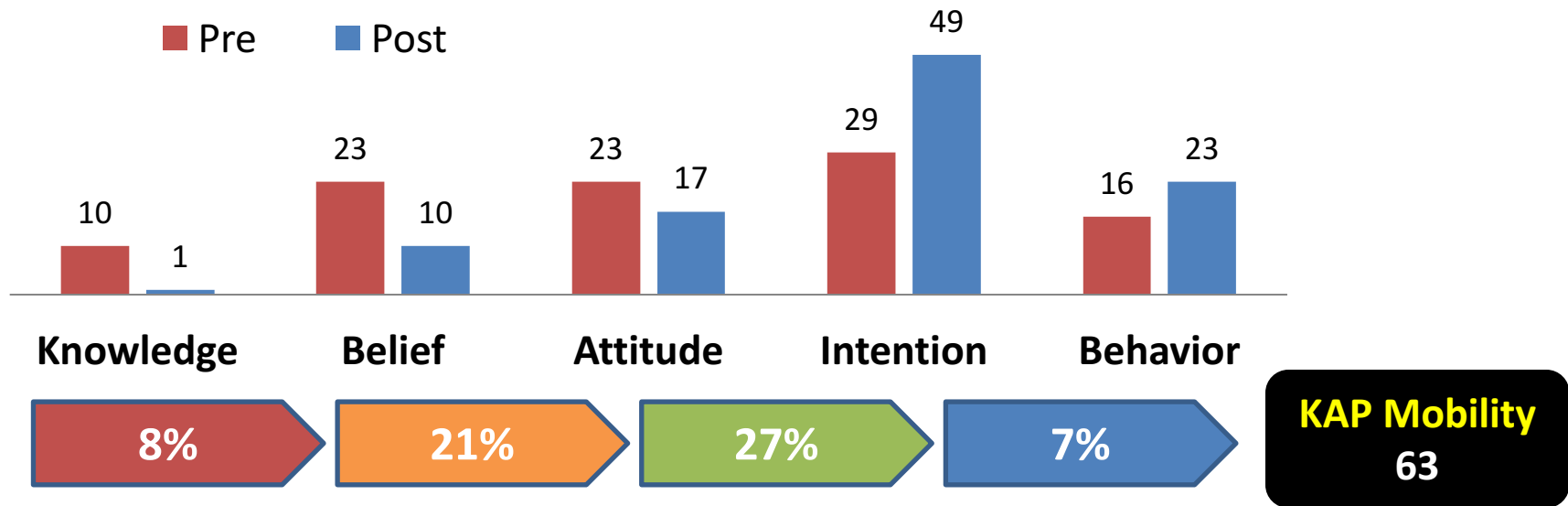
Overall, the KAP Index at the pre stage was 78 and showed that the mind-set amongst the women interviewed were quite well developed. The KAP Segmentation showed that a large proportion of participants (45%) were at the Intention and Behavior stage, indicating that basic education regarding safe migration was already in place. Indeed, some 80 percent had already been exposed to information about safe migration. After watching 'I am Fatima' the KAP Index increased to 84, which is marginal but keeping in mind it was high to start with.

# KAP Segmentation & KAP Mobility

## Overall

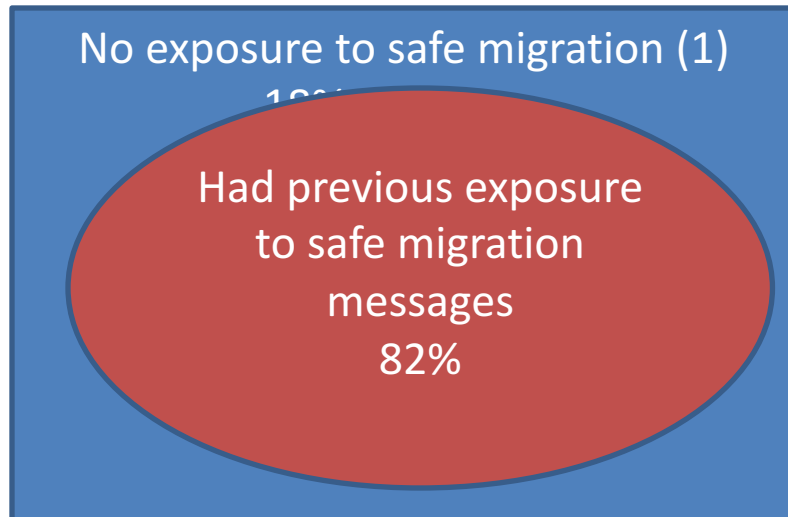
Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to 'I am Fatima', 8% shifted out of the Knowledge segment into the Belief segment and 21% went from Belief to Attitude. A further 27% had shifted into Intention and 7% into the Behavior stage. This indicated reasonable impact, especially in terms of educating people about human trafficking. 'I am Fatima' had stimulated people to start thinking about the issue and some appeared to have connected with the message on a more emotional level.

Taking all shifts into account the total KAP Mobility score was 63, meaning that 63 out of 100 people shifted up one stage in the journey on average after being exposed to 'I am Fatima'. A KAP Mobility score of 50 or higher was considered a very good result.

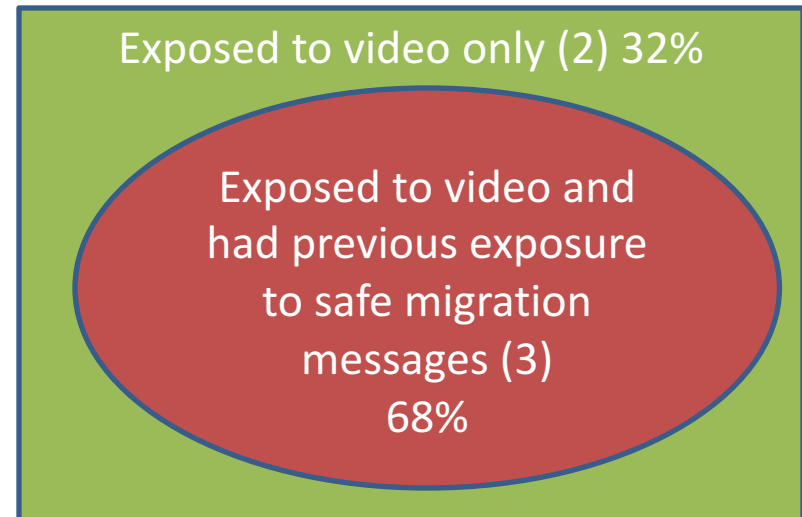


# Level of Exposure

## Pre Stage



## Post Stage

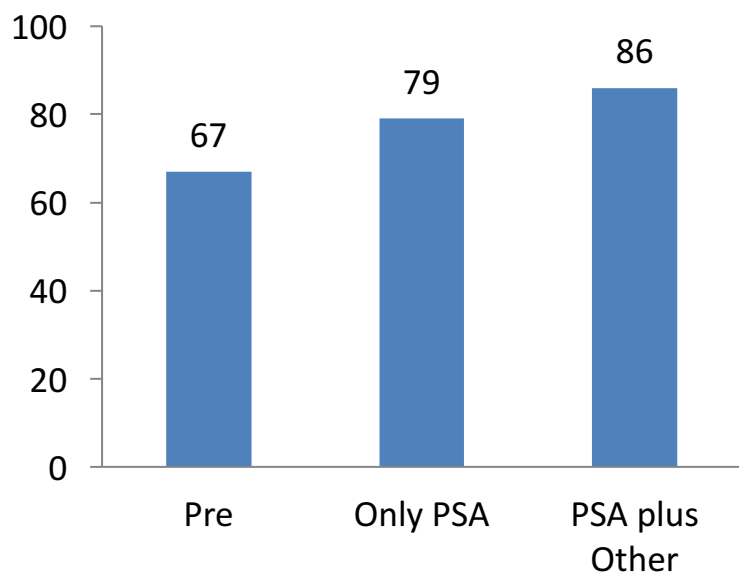


When looking at impact, previous exposure to safe migration messages had been taken into account to isolate the impact of the 'I am Fatima' video and also looked at the cumulative effect it could have when previous exposure was present. The two venn diagrams above highlighted the different groups in the pre and post stage. In the pre state, some 82% had already been exposed to messages about safe migration. In the post stage, some 68% had also had exposure to similar messages. The KAP Index and KAP Segmentation was looked at by comparing those who had not had previous exposure to such messages (group 1), with those that were only exposed to the safe migration video (group 2) as well as those who had also seen previous messages (group 3).

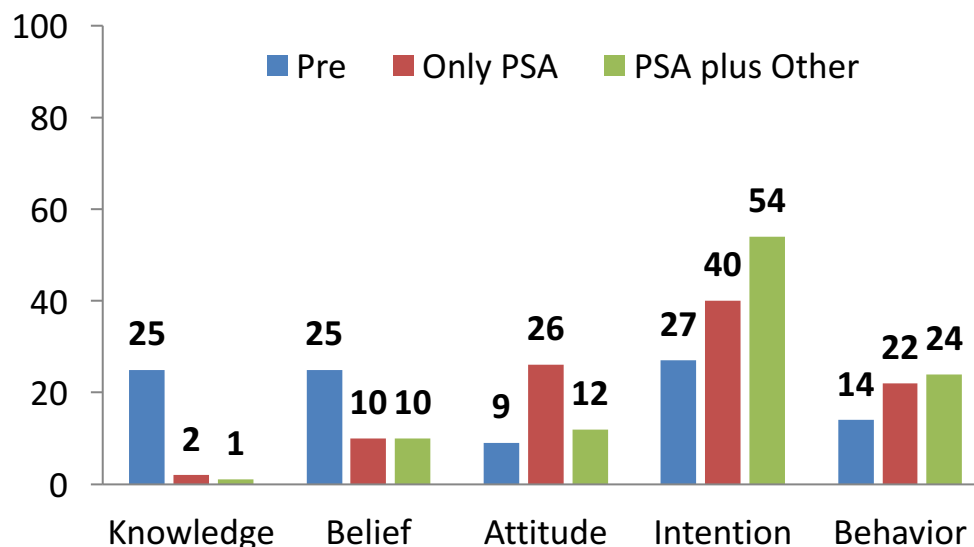
# KAP Index and KAP Segmentation

Comparing to those not exposed to information about safe migration

**KAP Index**



**KAP Segmentation**

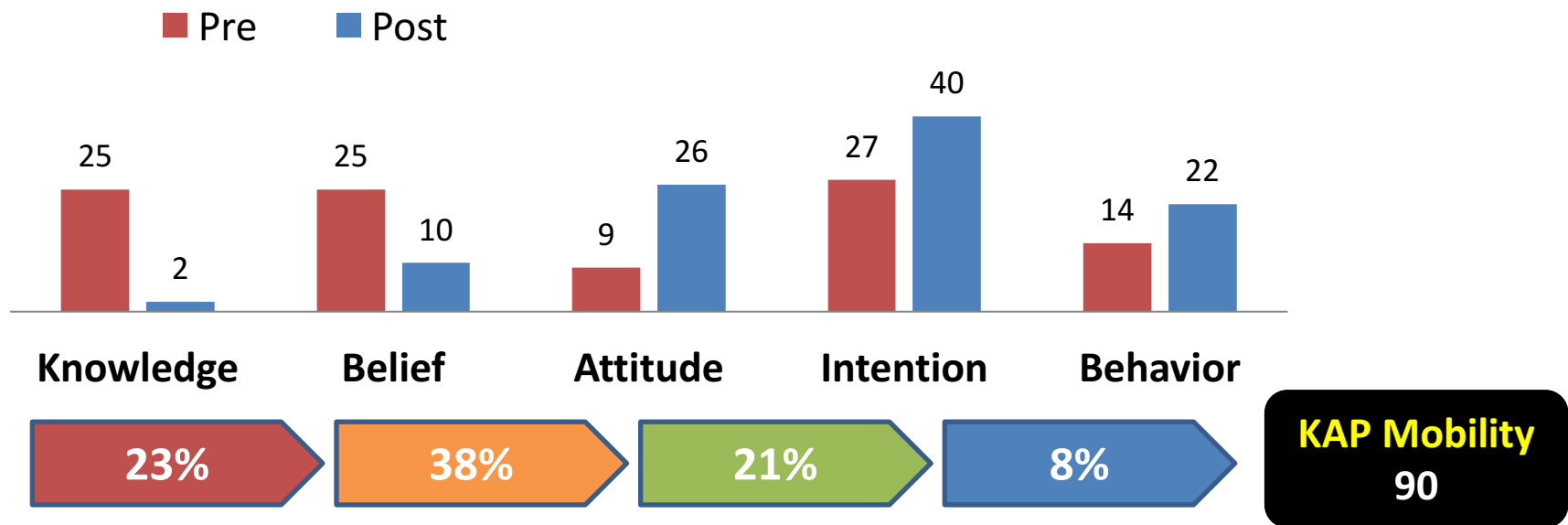


When looking at those who had not been exposed to information about safe migration issues, the KAP Index was significantly lower at 67. The KAP Segmentation showed that a large proportion of participants (50%) in this group were at the Knowledge and Belief stage, indicating need basic education regarding safe migration. After watching 'I am Fatima' the KAP Index went up to 79, that was, based on a single exposure. If taking into account those who had had previous exposure to safe migration messaging, the KAP Index went up to 86.

# KAP Segmentation & KAP Mobility

## Those not exposed to information about safe migration

Examining those who did not have previous exposure to safe migration messaging a more significant shift can be seen. Taking all shifts into account the total KAP Mobility score was 90, meaning that 90 out of 100 people shifted up one stage in the journey on average after being exposed to 'I am Fatima'.

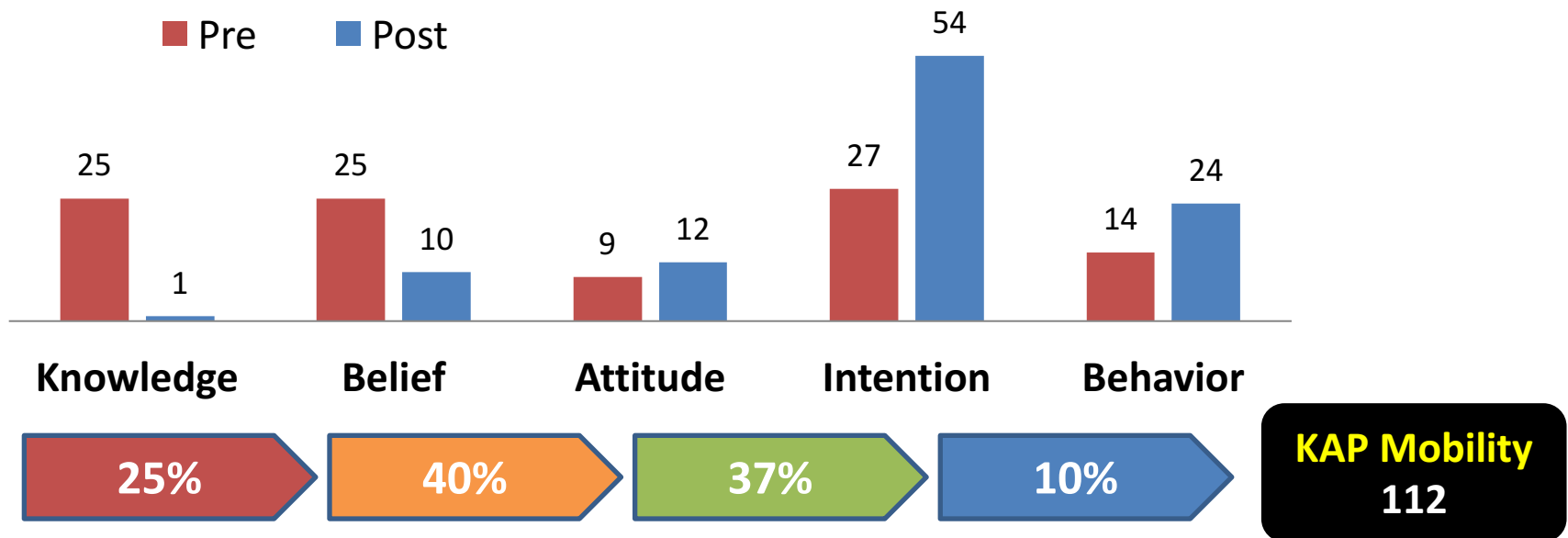




# KAP Segmentation & KAP Mobility

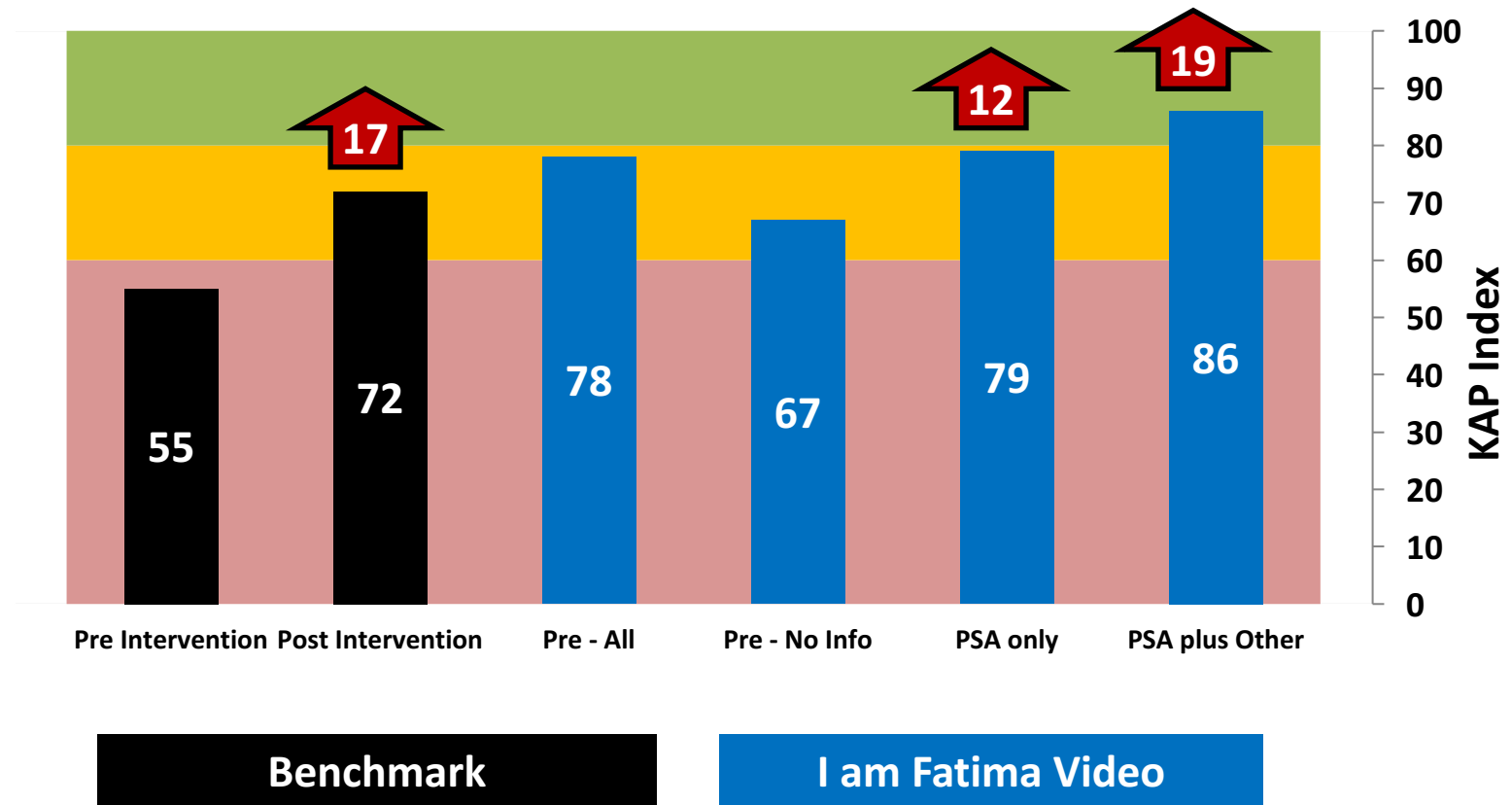
## Those not exposed to information about safe migration

Here we examined those who previously were not exposed to safe migration messaging, but had had the opportunity to see or hear information about safe migration prior to being exposed to 'I am Fatima'. Taking all shifts into account the total KAP Mobility score is 112, meaning that 100 out of 100 people shifted up at least one stage in the journey and a further 12 people shifted two steps on average after being exposed to 'I am Fatima'. It should be noted that this result shows the potential cumulative effect after being exposed to multiple sources of safe migration messages. As such it should not be regarded as a direct result of the I am Fatima video itself.

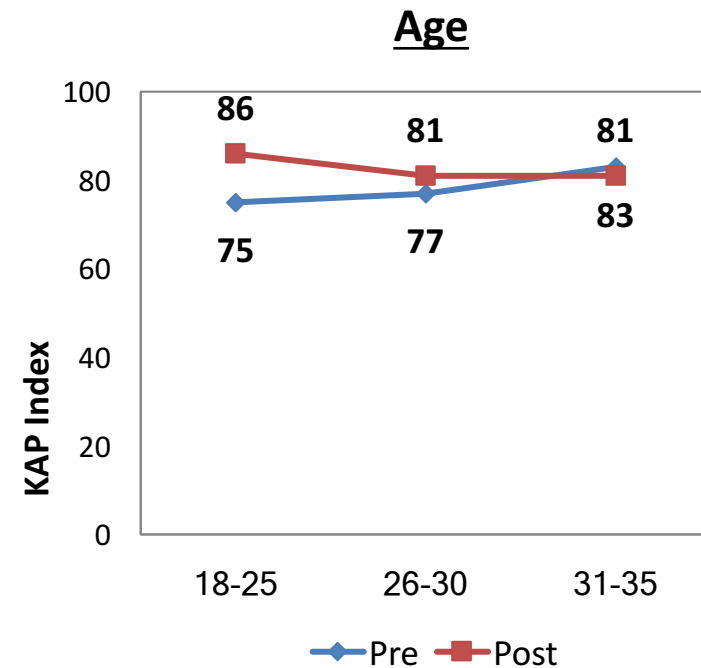
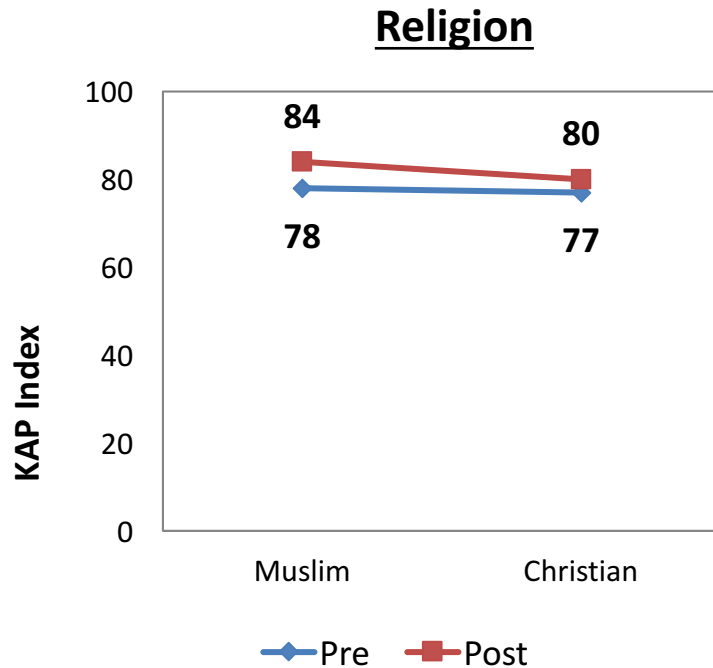


# KAP Index Benchmarking

Based on past evaluations with general public, the average shift for similar interventions had been 17 points on the KAP Index. The 'I am Fatima' video did quite well given that most people had already been exposed to information about safe migration.

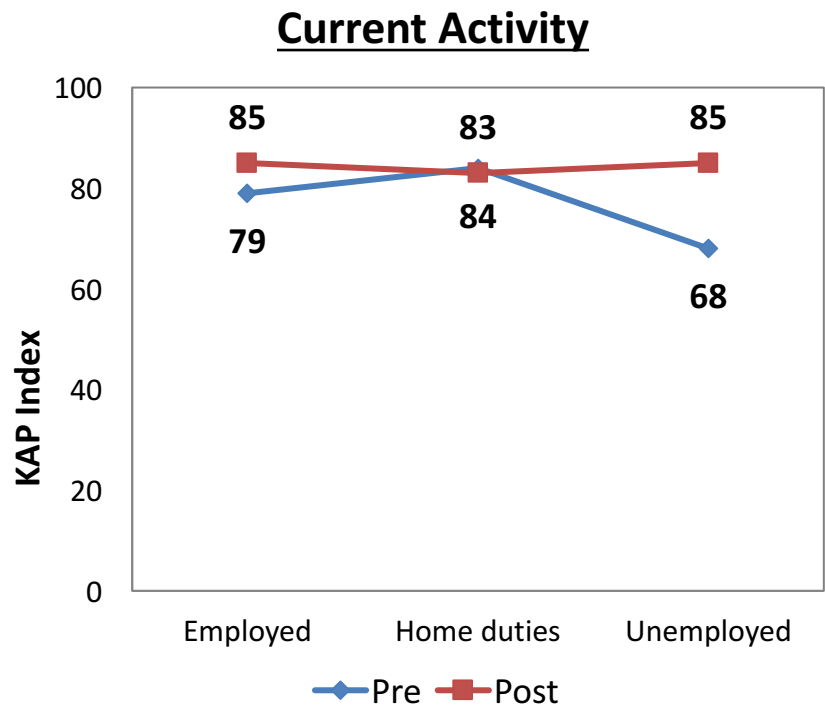
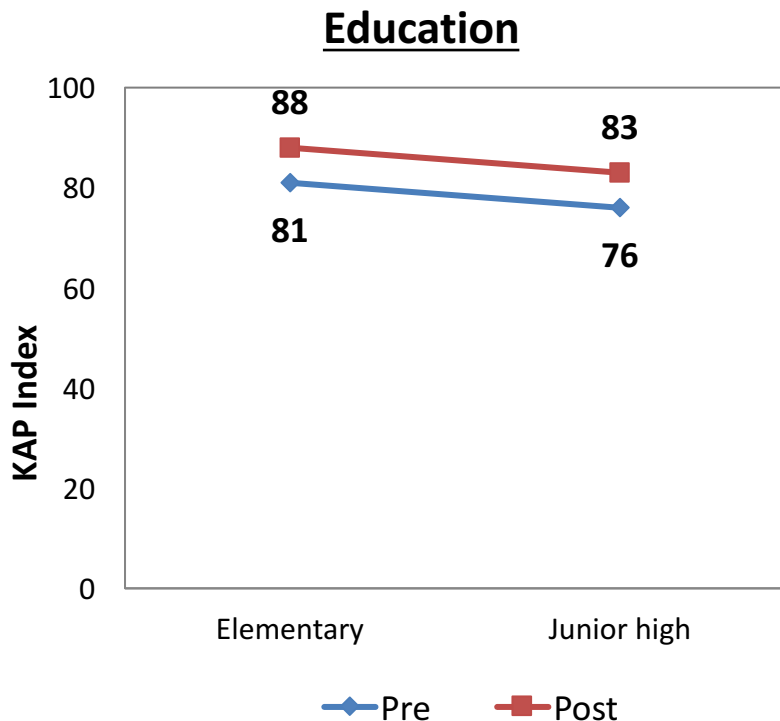


# KAP Index by Demographics



Christians and Muslims had about the same KAP Index in the Pre stage. The KAP Index was found to be generally lower amongst younger age groups. Hence, targeting younger people make sense as this group required further education about human trafficking. Following exposure to 'I am Fatima', all groups had shifted up except the older age group, who had a rather high KAP Index to start with.

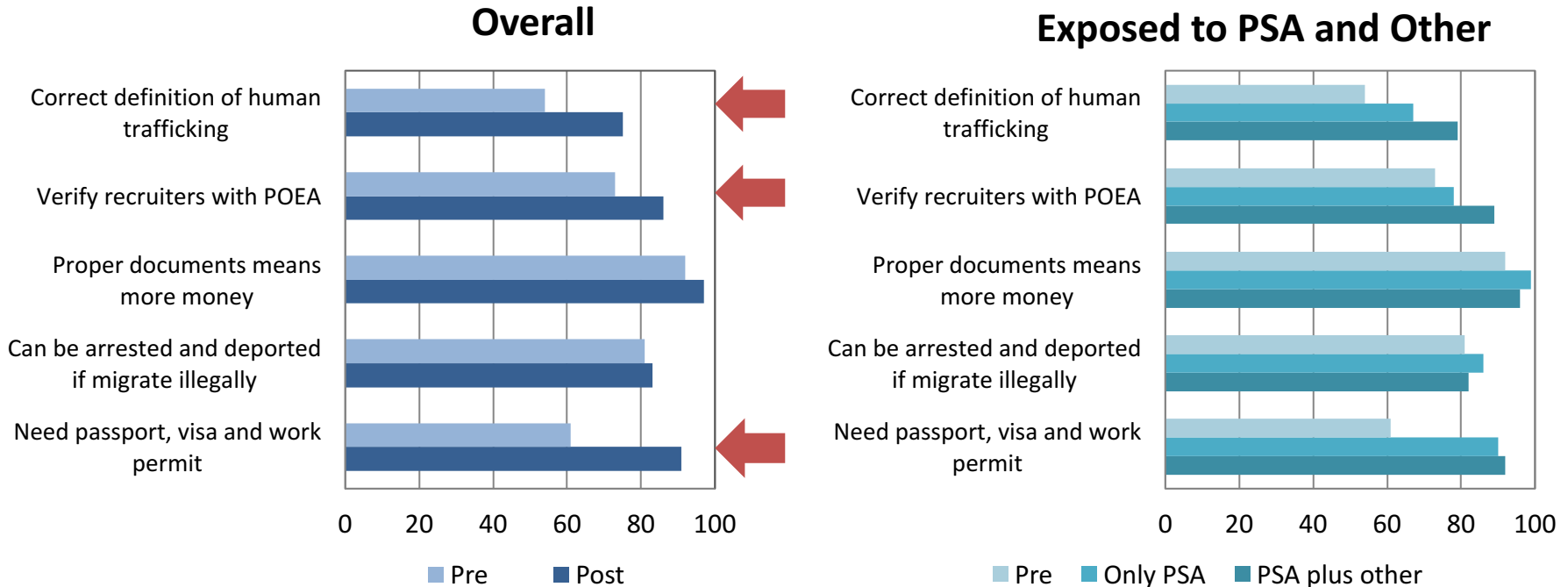
# KAP Index by Demographics



The highest KAP Index was found to be higher among people who have completed elementary school. It was also higher for women who were working and doing home duties compared to those who were unemployed looking for work. 'I am Fatima' helped to shift all segments up to a KAP Index of 83 or higher. Especially those who were unemployed saw a very significant shift from 68 up to 85.

# Knowledge

## Proportion of People who are aware

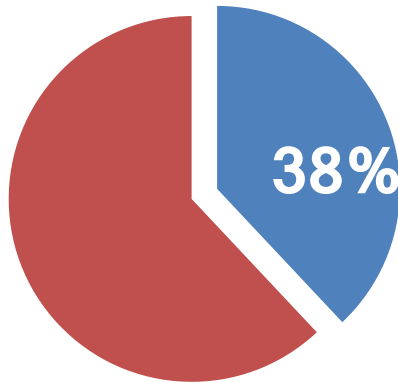


Knowledge levels were on average quite high over 50 percent or higher but was lower in respect to 'understanding the correct definition of TIP' and 'need passport, visa and work permit' when migrating. After exposure to 'I am Fatima', the knowledge level had become significantly higher for these knowledge aspects. Between those who had been exposed to PSA only and those who had also been exposed to information from other sources, in most cases those exposed to PSA and other sources had gained slightly higher knowledge level.

Base: All respondents/ those exposed to PSA only and those exposed to PSA and other sources

# TIP-VAWC Actionline & Contacting POEA

Have heard of Maguindanao  
TIP-VAWC Actionline



Preferred method of  
contacting POEA

Contact method	Pre n=243 (%)
Phone	36
Website	21
Visit office	43

Around one in three (38%) of women had heard of the Maguindanao TIP-VAWC Actionline. Women had different preferences in terms of contacting the POEA office. Phone, website and being able to visit the office were all relevant and should be considered.

# Attitude Analysis

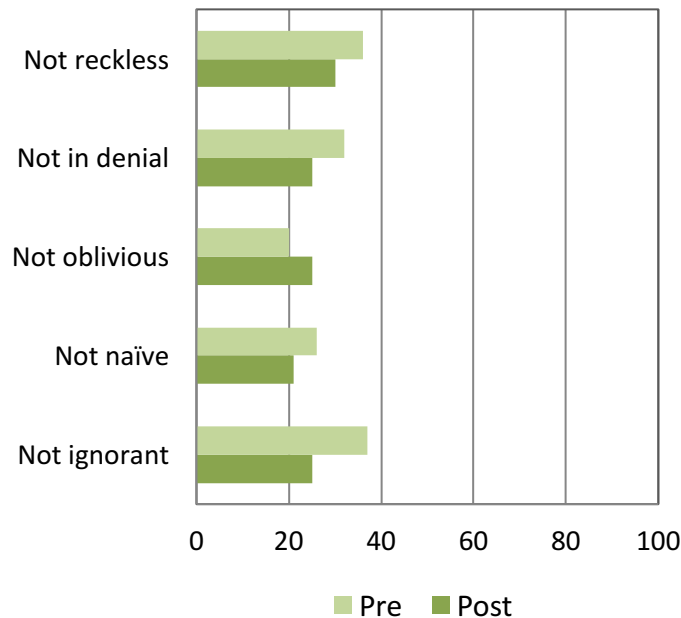
Attitudes were measured using a set of carefully constructed statements, each representing a particular attitude as shown below. The statements were formulated in third person format, allowing respondents to answer more truthfully without attaching themselves to the particular attitude. The extent to which people agree or disagree with the statement determined whether their attitude was generally negative or positive.

Statement	Negative (If agree)	Positive (If Disagree)
People in my community prefer to migrate through informal or illegal channels	<b>Ignorance</b>	<b>Not ignorant</b>
If the recruitment agent shows some kind of license that means you can trust them, no need to check further	<b>Naive</b>	<b>Not naive</b>
If someone is recruited by a relative or someone they know there is no risk at all	<b>Oblivious</b>	<b>Not oblivious</b>
It is not possible to avoid the risk of trafficking, whatever happens, we cannot prevent it	<b>Denial</b>	<b>Not in denial</b>
It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy	<b>Reckless</b>	<b>Not reckless</b>

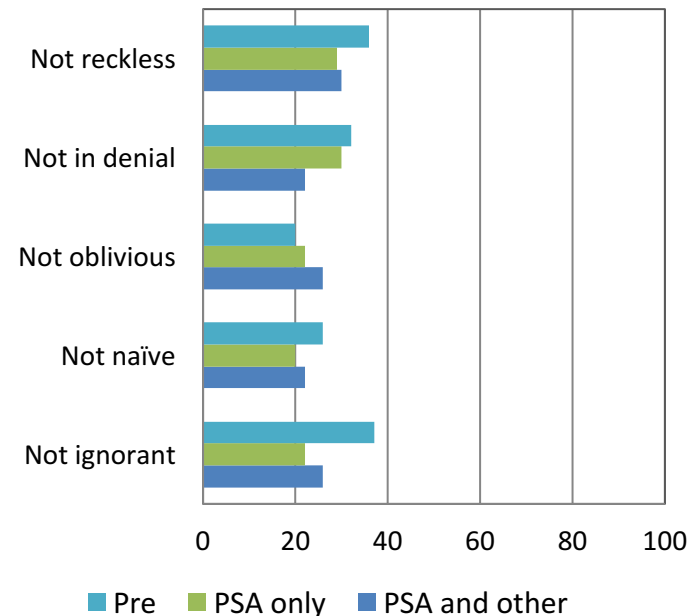
# Positive Attitudes

## Proportion with clearly POSITIVE attitude

### Overall



### Exposed to PSA and Other



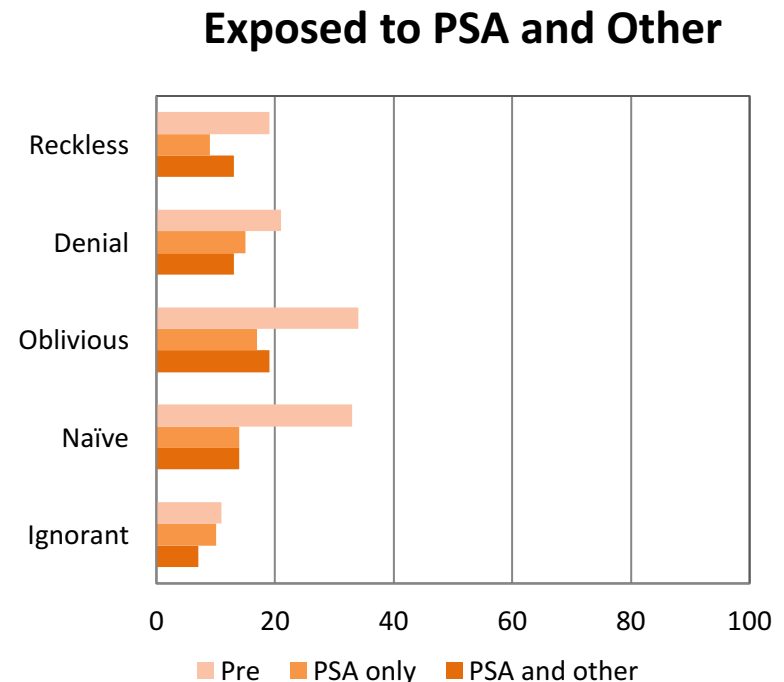
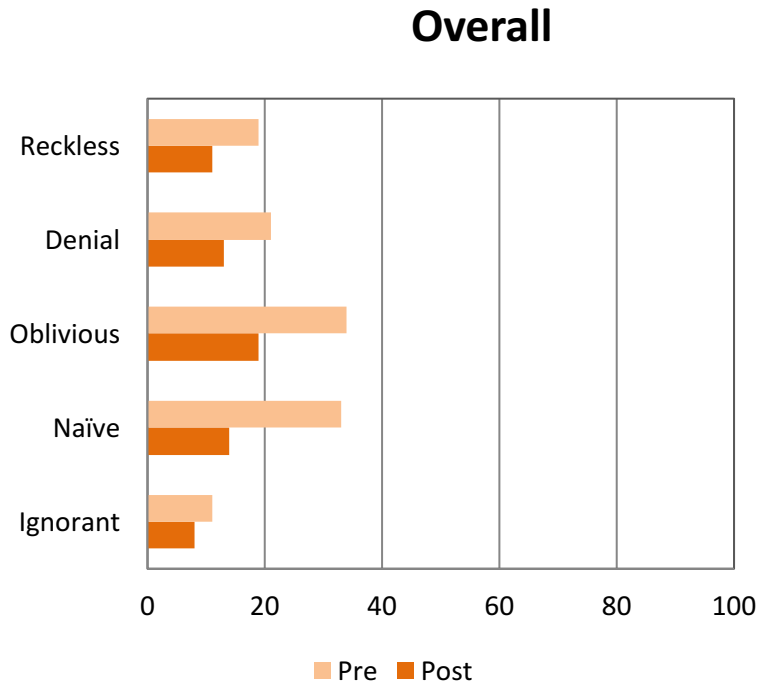
Positive attitudes were on average reasonably high, over 20 percent. The most prominent positive attitudes were not being reckless and not being ignorant. In the post survey, positive attitudes decreased for some aspects. This might be partly affected by the uncertainty following the Islamic State-linked attack in Mindanao taking place just before the post survey was conducted. In most cases, those exposed to PSA and other sources had higher positive attitudes.





# Negative Attitudes

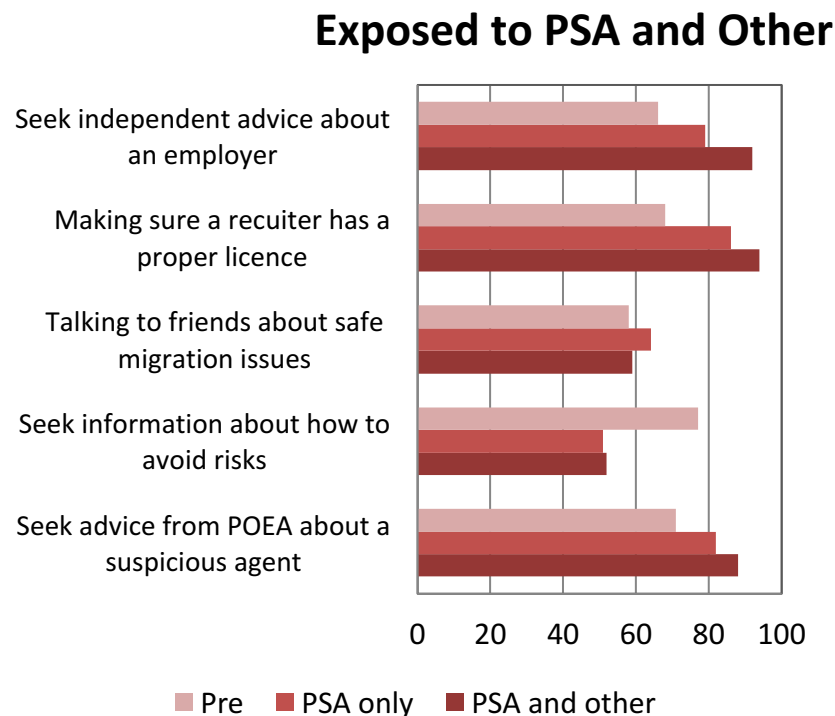
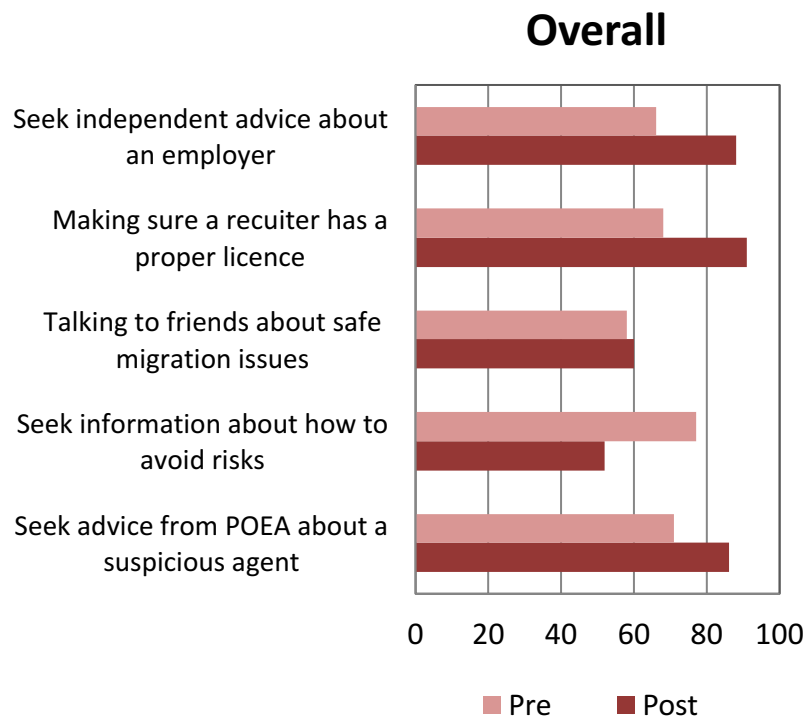
Proportion with clearly **NEGATIVE** attitude



Negative attitudes were on average relatively low at the pre stage. Being oblivious, naïve and in denial were those that dominate with around 20 percent or higher. In the Post stage, negative attitudes were significantly reduced across the board and shows the 'I am Fatima' video has had good impact on attitudes even though they have polarized to some extent.

# Behavioral Intent

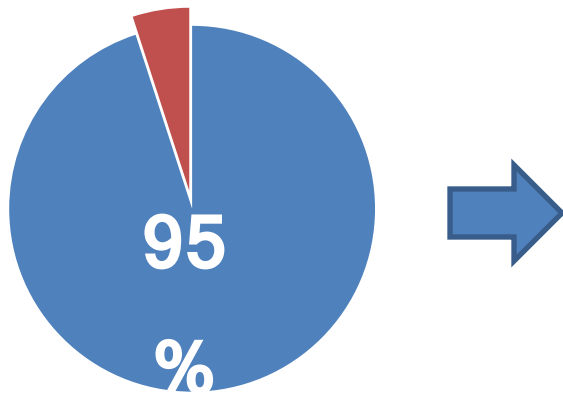
## Proportion who indicate they will fully comply



Behavioral intent was on average reasonably high across the board with 60 percent or more indicating they would comply fully. Those who had been exposed to the 'I am Fatima' video and other sources of information mostly had higher behavior intent than those exposed to video only. Seeking information produced a negative result which could be due to the uncertainty following the Marawi attacks. This was a direct question and if the respondents had some doubts about whether or not to migrate they may have felt more incline to say 'probably' rather than 'definitely'.

# Trusted Information Sources

Would definitely/probably seek information about potential risks if migrating



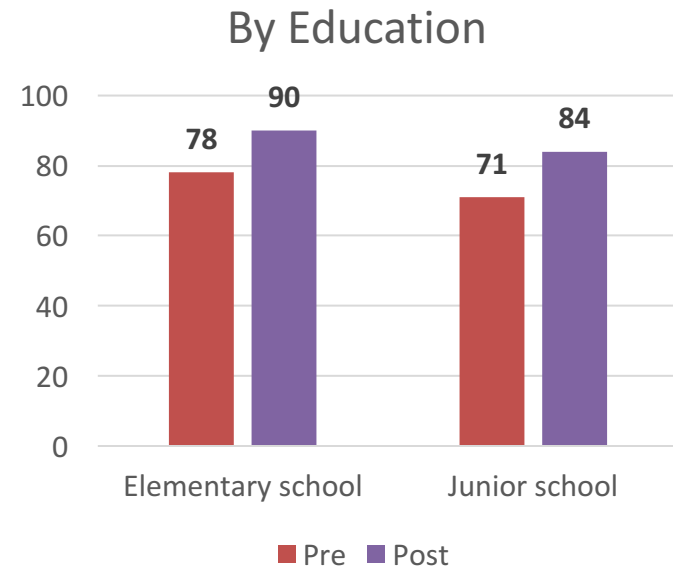
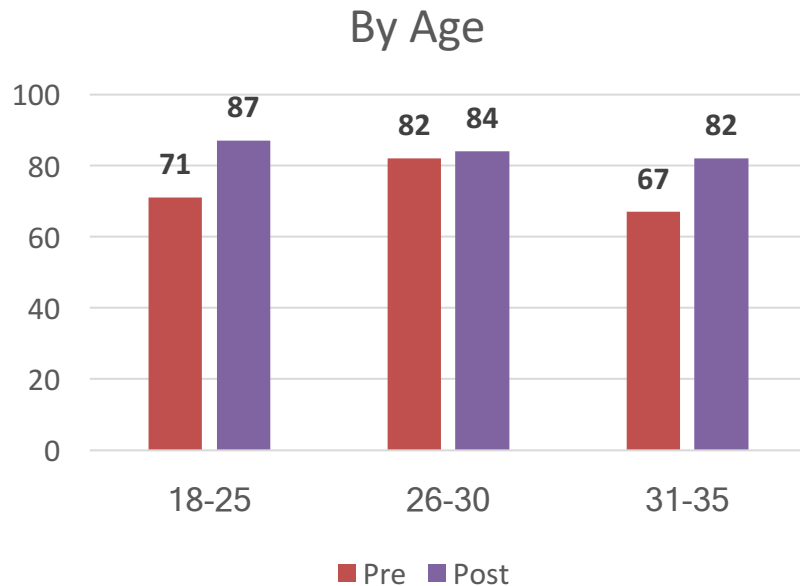
Some 95 percent of women indicated they intend to seek information about potential risks if they were to migrate. The most trusted source for this type of information was parents (75%). Spouses, other relatives and POEA follows as a second tier of trusted sources. POEA and the Actionline had both improved their position as a trusted sources following the post stage.

Trusted Information Sources

Information Source	Pre n=229 (%)	Post n=367 (%)
Spouse	49	43
Parents	75	82
Other relatives	36	45
Friends	18	29
Local government authorities	15	11
Village chief	14	11
Internet	1	6
Police	16	6
Maguindanao TIP-VAWC Actionline	7	21
POEA	31	40
NGO	3	4
Job agency or broker	16	12

# Knowledge

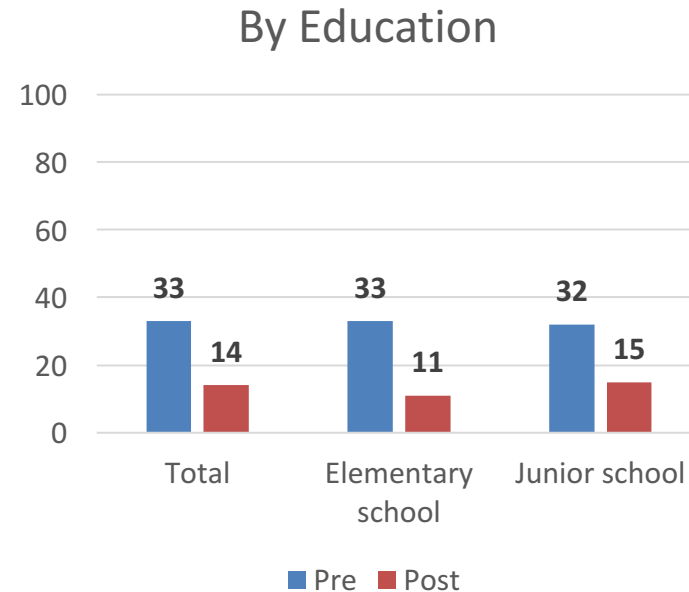
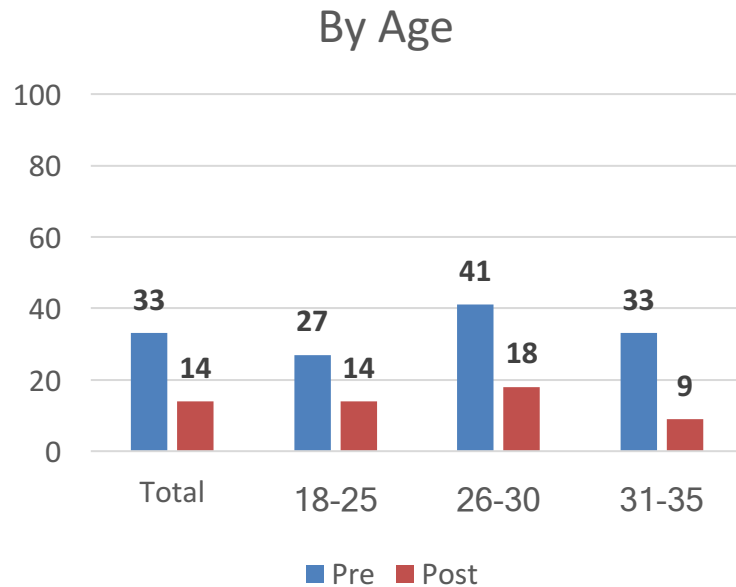
Know that the best way to ensure a recruitment agent can be trusted is to verify the recruiter with POEA



Overall, all groups had shown increase in knowledge which means over 80 percent of respondents know that the best way to ensure a recruitment agent can be trusted is to verify the recruiter with POEA. The age groups with lower knowledge in pre stage seemed to have a bigger shift, same with the education level.

# Negative Attitudes

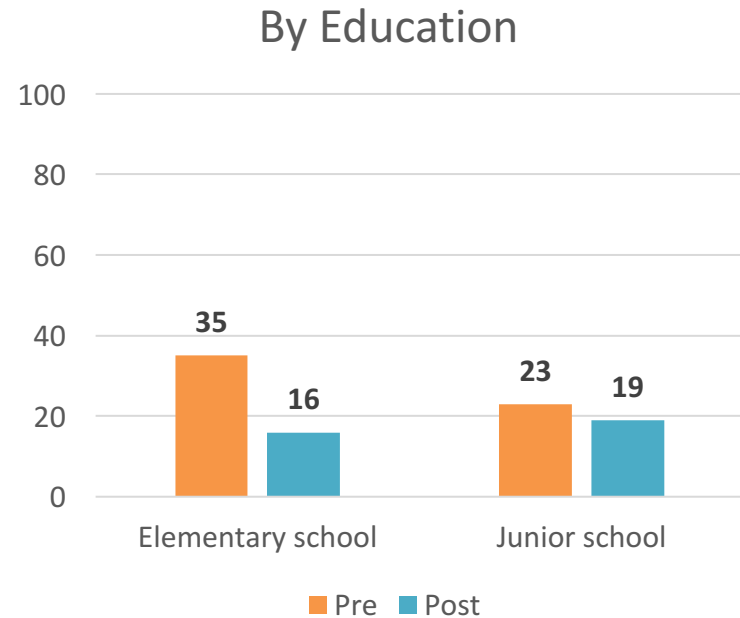
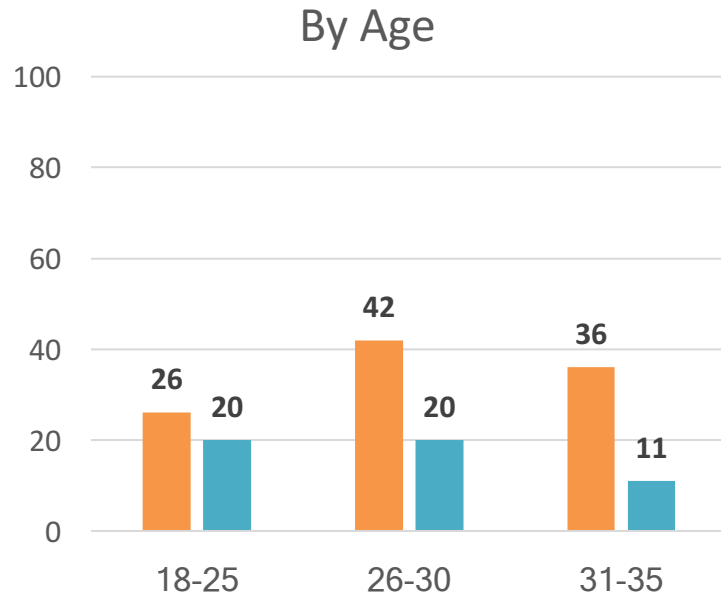
One cannot always trust recruitment agents



In post stage, respondents appeared to have decline in negative attitudes on blindly trust recruitment agents. This showed the same results across all age group and education levels.

# Negative Attitudes

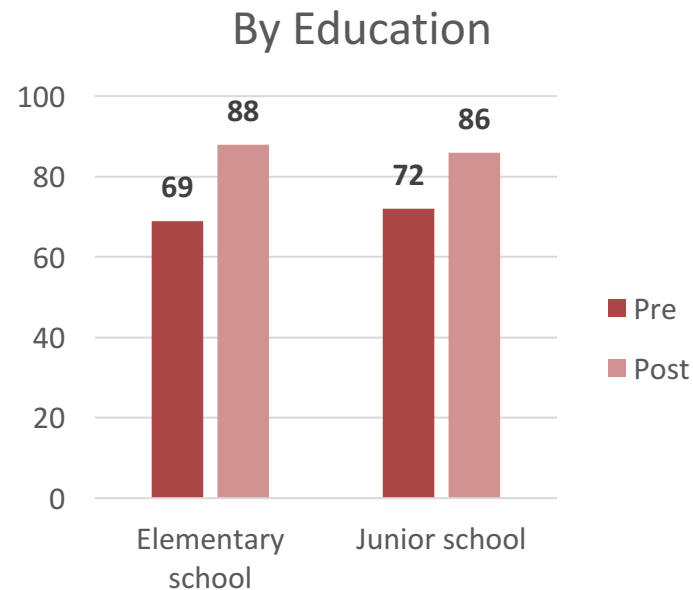
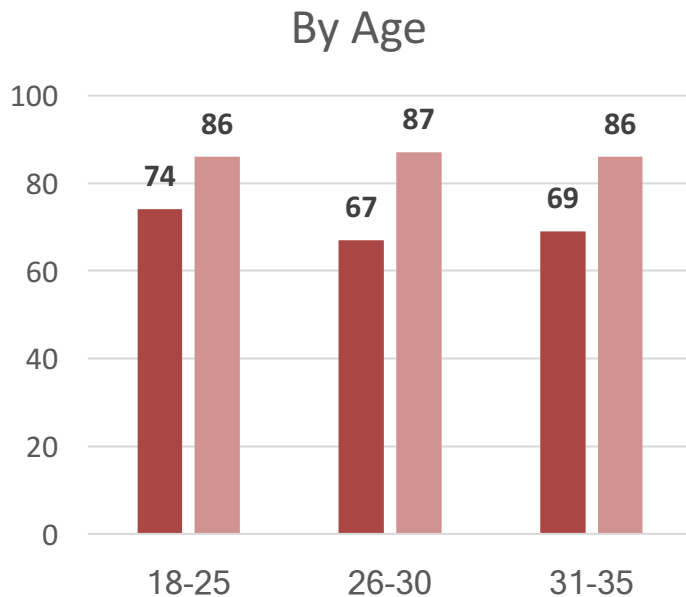
## No Risk if Recruited by Someone They Know



In most of the age groups, the negative attitudes had decreased significantly after intervention, except for 18-25 years old where negative attitudes were already quite low in Pre stage. The group with lower education level also had big shift in negative attitudes.

# Behaviours

Stated they would advice friends to get information from POEA if migrating



Behavior intents appeared to be stronger in Post stage through out. After the intervention, over 80 percent of respondents said they would advice friends to get information from POEA if they intend to migrate. There was no significant difference in shift when looking at different age groups and educational levels.

**For more resources, please visit [IOMX.iom.int](http://IOMX.iom.int)**