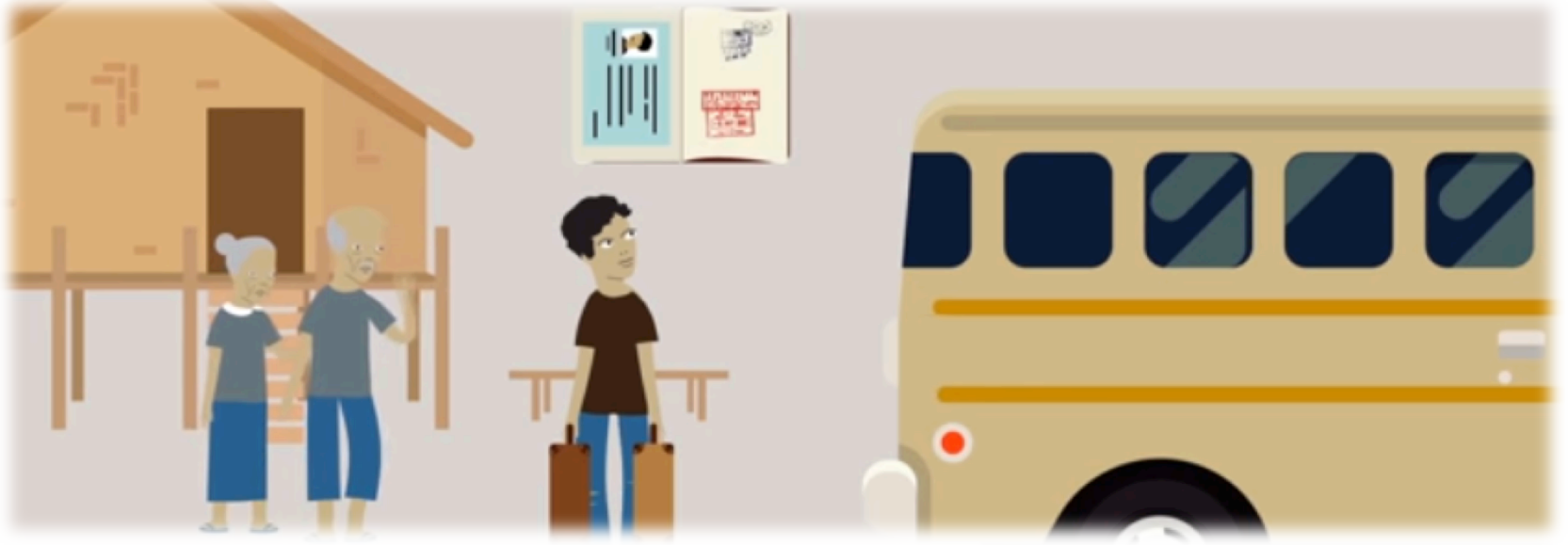


Safe Migration Program in Cambodia

Pre & Post Evaluation of the 'Know Before You Go' Short-Form Video



Prepared for
IOM X

Prepared by:
Rapid Asia Co., Ltd.

June, 2016

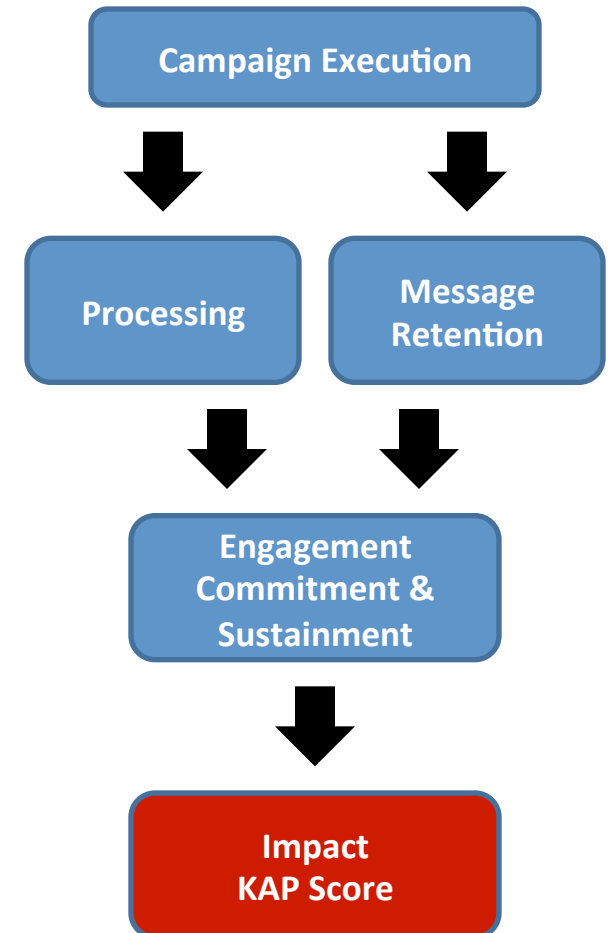
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Summary

EVALUATION FRAMEWORK

- ▶ Since potential migrants participated in a training program, creative execution was limited to processing and message retention. Processing looks at the extent to which participants paid attention to the message and message retention measures what specific key messages they could recall top of mind. 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 safe migration 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 safe migration 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 aspirant male migrants in Cambodia, which the IOM X program is aiming to address:

| KAP | Questions / Statements |
|----------------------------|--|
| Knowledge | <p>You need a passport, visa and work permit to migrate</p> <p>Irregular migrants risk being arrested and deported</p> <p>You can earn more money and have better access to health care</p> <p>Visit your local migrant resource center or local government office and check the agent's license</p> <p>Understanding the definition of human trafficking</p> |
| Attitude | <p>People in my community prefer to migrate through non-regular channels</p> <p>Securing a job with a licensed recruitment agent is not worth the cost</p> <p>If working in another country it is a good idea to let your employer keep your passport or ID so you don't lose it</p> <p>It is not worth the cost and time to get a proper passport</p> <p>It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy</p> |
| Behavior (practice) | <p>Advising someone at risk to visit the local migrant recourse center</p> <p>Seek information about potential risks before migrating</p> <p>Speaking to friends about safe migration</p> <p>Seeking independent advice about an overseas job opportunity</p> <p>Encourage others to verify a dubious employer</p> |

Summary

ABOUT THE STUDY

- ▶ The pre and post impact study in Svay Rieng, Cambodia was carried out with a sample of n=30 training participants through a supervised completion session before and after the training in which they also watched the Know Before You Go video produced by IOM X for Cambodia.
- ▶ The target group was males aged between 15 and 35 years old, from the lower socioeconomic segment and who intended to migrate in the future.

TARGET PROFILE

- ▶ Most had completed up to junior high school and were working in agriculture. Median income was USD 60 which is equal to around 2100 Baht.
- ▶ Media ownership was quite limited. All participants owned a television and around half also had a radio and a regular mobile phone. With regard to media usage, most watch TV regularly (90%) and one in six (17%) listen to radio. Since internet access was just 10 percent it was not possible to explore social media behavior in depth. Overall, two participants used Facebook and one person used Wechat.

AWARENESS OF HUMAN TRAFFICKING

- ▶ All participants had heard of human trafficking but few (13%) said they were familiar with the topic. TV documentaries (90%), news and media report (87%) and the radio (70%) were identified as the most common sources of awareness. Participants had on average heard about human trafficking from 3 – 4 separate media sources.

Summary

MIGRATION BEHAVIOR

- ▶ Some three in four participants (74%) had migrated previously. Just over half (60%) had a desire to migrate and the rest may be forced to do so in order to support their family. The majority expected to migrate to another province within Cambodia and just over 20 percent would go overseas, most likely to Thailand and Korea. To fund their migration, most would have to borrow money, mostly from family and friends.
- ▶ All participants had seen or heard about information on how to migrate. The most common information sources were TV documentaries (80%), Radio (80%) and News and media reports (57%). Other sources are significantly less frequently used.
- ▶ Participants were asked whether they or anyone in their household had experienced any form of hardship in the past 12 months. Participants had on average experienced around almost 3 different forms of hardship in the past 12 months. And given most were farmers, natural disasters (83%) and crop failure (70%) were the two hardship factors mentioned most frequently, followed by serious illness (43%) and unemployment (40%).

CAMPAIGN EXECUTION

- ▶ Some 70 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (30%) and some also intend to speak to others (40%) about the issue of safe migration.
- ▶ Participants were able to recall 7-8 of the 12 key messages. The three messages that stuck in most peoples' minds were 'keep ID on you' (97%); 'getting a passport, work permit and visa' (97%); and 'memorize a phone number' (90%). Visiting the local migrant resource center was recalled by 80 percent.

Summary

ENGAGEMENT MEASUREMENT

- ▶ 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 measures 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 the video, if participants anticipate **continued engagement** with the issue, and the extent to which participants feel confident the video can make a contribution to real **outcomes**. The four dimensions are combined to form an index.
- ▶ Overall, top box scores (those rating the video as Excellent) are reasonably high indicating there is interest in the issue of safe migration. Top box scores were highest on 'relevance' (57%) and 'Confidence in Outcome' (40%), indicating participants see some level of personal commitment to the issue and that the advice is helpful. However, top box scores are lower on the dimensions of 'Encourage Others' (23%) and 'Follow Advice' (22%) indicating they may not do everything that is recommended.
- ▶ With an index of 76, the video is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the strong performance of Know Before You Go. The potential challenge relates to what advice participants will actually follow. Efforts to reinforce messages needs to continue but this form of training certainly appears to have very strong impact.
- ▶ 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. The video performed better than both the country benchmark for Cambodia (63) and the target group benchmark for migrants (64).

Summary

IMPACT RESULT

- ▶ Looking at the KAP Segmentation along the behavior change journey it was found that following exposure to Know Before You Go, 10% shifted from the Belief segment to Attitude. A further 17% have shifted into Intention and 50% into the Behavior stage. This indicates very strong impact, especially in terms of strong intentions to take informed action. The safe migration video has stimulated people to embrace safe migration, going beyond knowledge building. Taking all shifts into account the total KAP Mobility score is 77, meaning that 77 out of 100 people shifted up one stage in the journey on average after being exposed to the safe migration video. A KAP Mobility score of 50 or higher is considered a very good result.
- ▶ Based on past evaluations, the average shift for similar interventions has been 17 points on the KAP Index. Know Before You Go achieved an above average shift of 24 points on the KAP Index. This shows that the video is performing well above average and should definitely be considered for future interventions.
- ▶ **Knowledge** levels were on average quite high over 50 percent but was lower in respect to ‘verifying agents’ and ‘passport, visa and work permit are needed to migrate’. The video has done a good job in building knowledge, increasing them to over 80 percent in most cases.
- ▶ Positive **attitudes** on average were quite high, over 40 percent or higher. The most prominent positive attitude were not being careless or reckless. The video helped to reinforce positive attitudes with respect to not being ignorant and it can be worth the extra cost to use a licensed agent. Other attitudes, on the other hand, shifted only slightly or remained unchanged.
- ▶ **Behavioral intent** was fragmented and lower particularly for ‘advising someone who intends to migrate without a passport’ and ‘talking to friends about how to migrate safely’. The video helped to strengthen intentions, improving four of the five behavioral components with quite some margin.

Recommendations

- ▶ The Know Before You Go video as an intervention tool works very well, both in terms of execution and impact. As such it should be considered for future interventions and distributing the video, sharing with other UN agencies and TIP organizations is highly encouraged.
- ▶ Message retention is quite high but well deteriorate over time. It would be important to look at key messages and determine what the top message priorities should be and verify if these indeed are the messages participants tend to retain. Potentially there is some level of information overload and participants also indicated that they may not follow all the advice.
- ▶ Asking questions, not giving up your ID documents and memorizing a phone number are three important precautions migrants can take to ensure they migrate more safely. It was interesting to note that the first two were on average seen to be relatively more difficult to do compared to remembering a phone number, even after seeing the video. It may be worth exploring further what makes it difficult and whether this could be a potential barrier.
- ▶ Negative attitudes were on average less pronounced compared to positive ones. The video helped to reduce some negative attitudes including being less apathetic and oblivious. However, ignorance is the main one to worry about and may well be linked to costs associated with using licensed agents. If costs are too high this may serve as a deterrent and result in some migrants taking risks. It may be worth while to look at some cost benefit analysis on this and find effective ways to sell the message to migrants. Most have to borrow funds to migrate, so cost in reality is a significant factor migrants will consider.

Background & Methodology

Background

- ▶ Many male migrants in Cambodia, Myanmar and Lao PDR move abroad in search of low-skilled work such as jobs in the fishing, construction and agriculture industry. Countries like Thailand, Malaysia and Taiwan are destinations for these migrants. In Thailand, there are an estimated 3 million migrants, of which large proportions are from neighboring countries. It is also estimated that more than 1 million of these migrants are irregular, meaning that they are living and/or working without the proper documents. Irregular migrants are highly vulnerable to exploitation and human trafficking. During their travel, they risk violence at the hands of smugglers and their transportation is often unsafe. Upon arrival at their destination, irregular migrants are at risk of exploitation and abuse because they are often employed in unregulated or informal activities.
- ▶ Fishing is one of the most important and biggest industries in the GMS. For example, in recent years export profits have amounted to USD 7 billion in Thailand, USD 3.9 billion in Indonesia, and USD 6.84 billion in Vietnam. The rapid industrialization of the fishing sector has changed the nature of fishing work, with areas over-fished and a depletion of resources, which has resulted in a higher cost for operating fishing vessels and forcing vessels to travel further from shore.
- ▶ There are an estimated 1 million victims of forced labor in the agriculture sector in Asia Pacific – which includes fishing – generating USD 400 million in illegal profits annually. Regulating employment and working conditions of migrants aboard is complex for authorities, which has led to insufficient protection. This has contributed to the vulnerability of fishermen and has allowed abuse to go largely unpunished, and reports of exploitation on board fishing vessels continue to surface in the international media.
- ▶ In response to this, IOM X has produced a short-form video program primarily for distribution through local resource centers, NGO community-based outreach, schools, etc. in Myanmar, Cambodia and potentially Lao PDR and Thailand, to promote positive behaviors on how to migrate safely to help prevent young men and boys from being trafficked into the fishing industry in countries of destination (e.g. Taiwan, Thailand, and Malaysia).

Evaluation Objectives

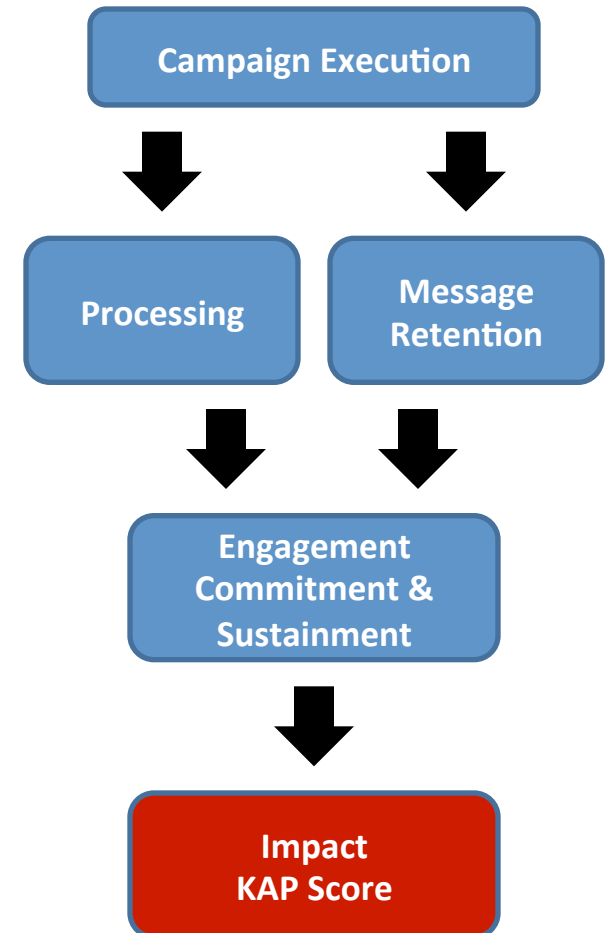
- ▶ Rapid Asia was hired to carry out a pre and post study to evaluate achievement as well as positive impact generated by the 'Know Before You Go' video. The overall objective was to educate young men in Cambodia who are likely to migrate abroad to take up jobs in the fishing industry and educate them about the risk and how to migrate safely.
- ▶ The target was young men aged 18 to 35 years in Cambodia who intend to migrate in the near future.

OBJECTIVES:

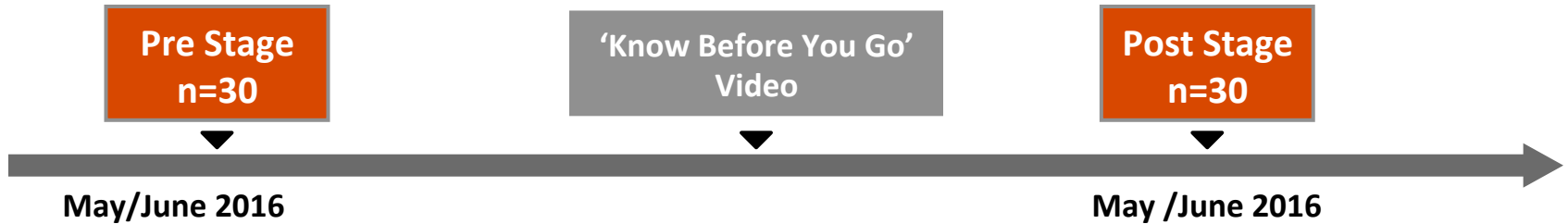
- ▶ To know how to migrate abroad safely in order to decrease the risk of being exploited or trafficked and practice, or demonstrate intent to practice, safer behavior, such as contacting a migrant resource centers before departure.

POTENTIAL BARRIERS:

- ▶ Lack of resources specifically targeting men and boys and lack of understanding and knowledge of the services that are available to them to provide information on migrating safely.
- ▶ Men and boys are likely to take risks and prepare very little for their move because they trust in the success stories of past migrants.
- ▶ Many trust that their relatives/friends/acquaintances/private recruitment agencies, already in the destination country, will help set up a good job for them, rendering preparations unnecessary.



Survey Design and Methodology



| Methodology Item | Process |
|-------------------------------|---|
| Evaluation design | Pre and post evaluation format with participants who undertook capacity building on safe migration. |
| Target participants | Males Aged 18 up to 35 years |
| Coverage | Svay Rieng, Cambodia |
| Survey Method | The evaluation was done in the form of a supervised, self completion session before and after the training on safe migration. The supervisor was hired locally in Cambodia and received training from Rapid Asia in Bangkok on how to collect the data. |
| Data Collection Period | The Pre and Post Stages were conducted in April and May, 2016 |
| Sample Size | n=30 |
| Language | Khmer |

Respondent Profile

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

Demographic Profile

The participant profiles are shown in the table on the right. Only males were targeted for the training and their age ranged from 18 up to 35 years. Most were employed and had completed up to Junior High School.

| Profile | n=30 (%) |
|-------------------------------|----------|
| Sex | |
| Male | 100 |
| Female | - |
| Age | |
| 18-25 | 23 |
| 26-30 | 43 |
| 31-35 | 33 |
| Education | |
| Primary school or less | 27 |
| Junior high school | 63 |
| Senior high school | 7 |
| Vocational education | - |
| Diploma, University or higher | 3 |
| Main Activity | |
| Employed | 80 |
| Studying | 10 |
| Home duties | - |
| Unemployed looking for work | 7 |
| Other | 3 |

Economic Profile

Most worked in agriculture and means there was larger proportion of blue collar workers. In line with this, socioeconomic status was low on average with some 87 percent belonging to the socioeconomic class E.

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

Median income was used to avoid the effect of outliers. Median income was USD 60 which is equal to around 2100 Baht.

| Profile | n=30 (%) |
|----------------------------|-------------|
| Work Position | |
| Not working | 20 |
| Manager | - |
| Supervisor | - |
| Office worker | - |
| Blue collar worker | 77 |
| Self employed | 3 |
| Industry | |
| Not working | 20 |
| Agriculture | 73 |
| Construction | 3 |
| Retail or wholesale | 3 |
| Socioeconomic Class | |
| SEC B A – Better off | - |
| SEC C | 3 |
| SEC D | 10 |
| SEC E – Worse off | 87 |
| Income | |
| Median income / month | 60 |
| Salary range | 0 - 250 |

Media Profile

Media ownership was quite limited. All participants owned a television and around half also had a radio and a regular mobile phone.

With regard to media usage, most watch TV regularly (90%) and one in six (17%) listen to radio.

Since internet access was just 10 percent it was not possible to explore social media behavior in depth. Overall, two participants used Facebook and one person used Wechat.

| Profile | Total n=30 (%) |
|-----------------------------|----------------|
| Media ownership | |
| TV | 100 |
| Internet | 10 |
| Smart phone or tablet | 3 |
| PC or laptop | 3 |
| Regular mobile phone | 53 |
| Newspaper | - |
| Radio | 50 |
| Magazine | |
| Media regularly used | |
| TV | n=199 90 |
| Radio | 17 |
| Internet | 7 |

Social Media Usage
2 people used Facebook
1 person used Wechat

Awareness of Human Trafficking

Level of Awareness
Base: All participants

| Level of awareness | Total n=30 (%) |
|--|----------------|
| Never heard about it | - |
| Have not heard much about it | - |
| Yes, I have heard about it but I'm not very familiar with it | 87 |
| Yes, I'm quite familiar with this subject | 13 |

Source of awareness
Base: Those aware

| Source of awareness | Total n=30 (%) |
|--|----------------|
| News and media report | 87 |
| Internet | 3 |
| TV documentary or other program | 90 |
| Films | 47 |
| Police | - |
| Through family or friends | 3 |
| Books | 10 |
| Village or commune chief | 20 |
| Posters, leaflets or brochures | 10 |
| Radio | 70 |
| Local government authorities | 7 |
| NGOs | 7 |
| Community event, festival, show etc. | 7 |
| Average number of media sources | 3.6 |

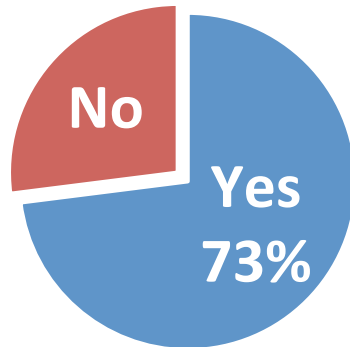
All participants had heard of human trafficking but few (13%) said they were familiar with the topic. TV documentaries (90%), news and media report (87%) and the radio (70%) were identified as the most common sources of awareness. Participants had on average heard about human trafficking from 3 – 4 separate media sources.

Migration Behavior

Intended migration location, preferred type of work, financing and sources of information about migration.

General Migration Behavior

Ever Migrated Before



Some three in four participants (74%) had migrated previously. Just over half (60%) had a desire to migrate and the rest may be forced to do so in order to support their family. The majority expected to migrate to another province within Cambodia and just over 20 percent would go overseas, most likely to Thailand and Korea. In order to fund their migration, most would have to borrow money, mostly from family and friends. Some would also have to sell their assets.

| Reason for Migrating | Total n=30 (%) |
|--|----------------|
| I have a desire myself to migrate | 60 |
| I don't want to migrate but may do so to support my family | 40 |
| Desired Location | |
| Other province | 67 |
| Thailand | 10 |
| Korea | 10 |
| Malaysia | 3 |
| Don't know | 10 |
| Migration Funding Source | |
| Borrow from family or friends | 60 |
| Use own savings | 47 |
| Sell some assets | 33 |
| Take loan from a money lender | 27 |
| Take a loan from agency or broker | 7 |
| Take a loan from a bank | - |

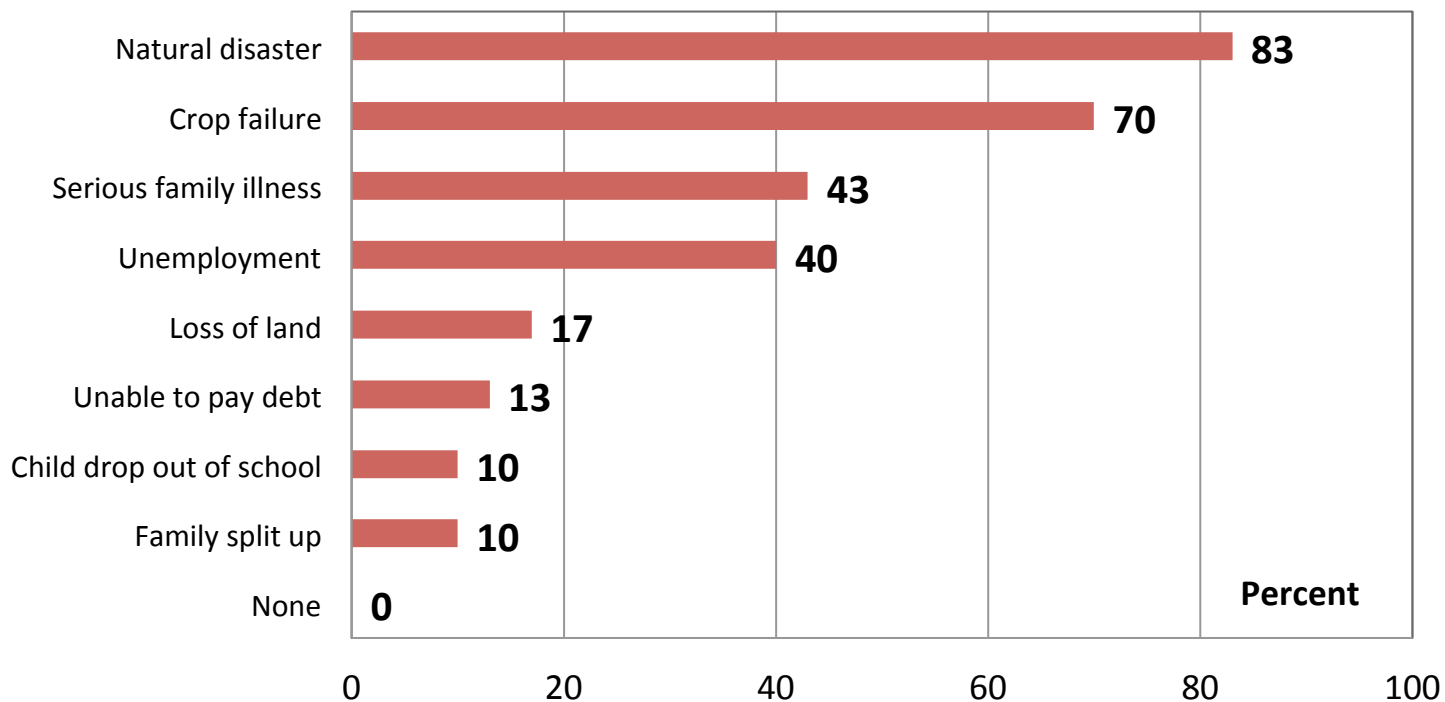
Migration Information Sources

All participants had seen or heard about information on how to migrate.

The most common information sources were TV documentaries (80%), Radio (80%) and News and media reports (57%). Other sources are significantly less frequently used.

| Information Source | Total n=30 (%) |
|---|----------------------|
| News and media reports | 57 |
| TV documentary or other program | 80 |
| Through friends | 23 |
| Through local government authorities | 10 |
| Village or commune chief | 13 |
| Radio | 80 |
| Internet | 3 |
| Police | 3 |
| NGO | 7 |
| Film | 20 |
| Read a book | 7 |
| Public service announcements | - |
| Community event, festival, street show etc. | 3 |
| Posters, leaflets or brochures | 7 |
| Job agency or broker | - |

Experience of Hardship



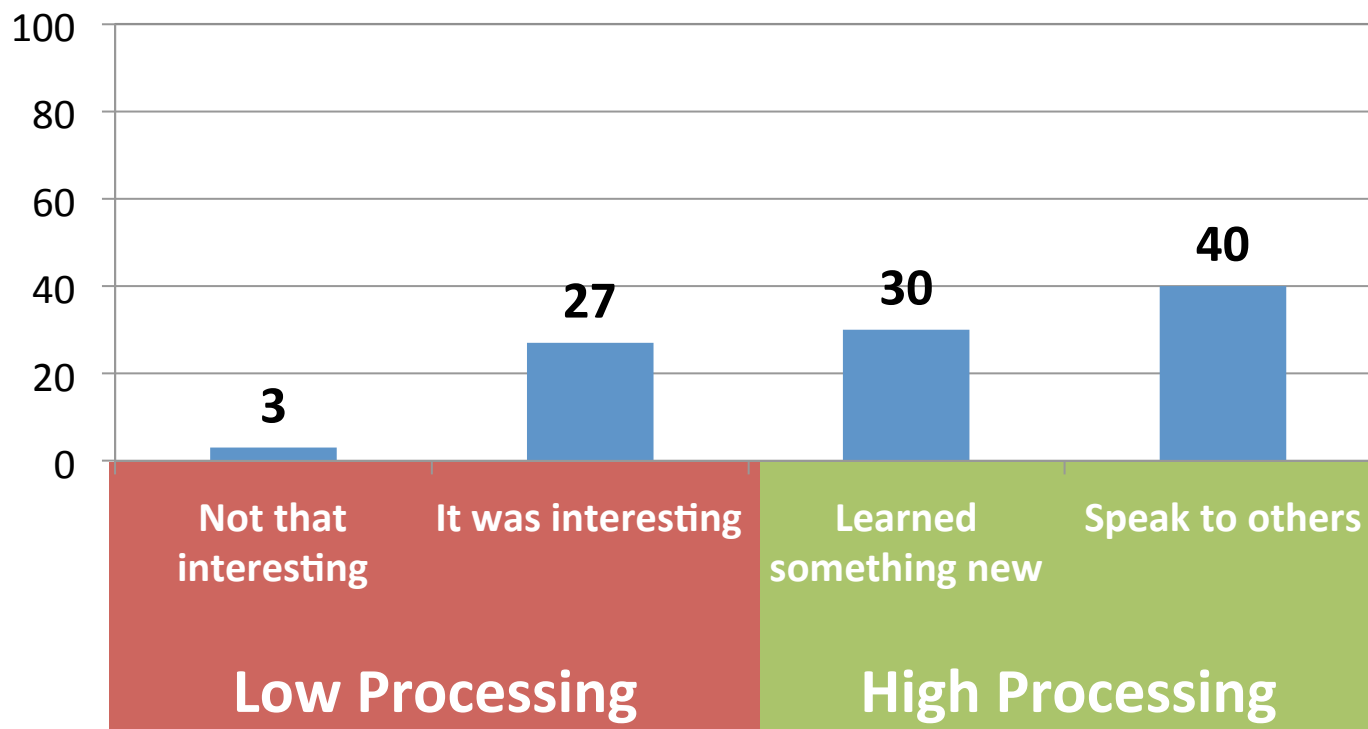
It is known from past research that a number of hardship factors serve as triggers for migration and participants were asked whether they or anyone in their household had experienced any form of hardship in the past 12 months. Participants had on average experienced around almost 3 different forms of hardship in the past 12 months. And given most were farmers, natural disasters (83%) and crop failure (70%) were the two hardship factors mentioned most frequently, followed by serious illness (43%) and unemployment (40%).

Video Execution

Processing the message and message take out.

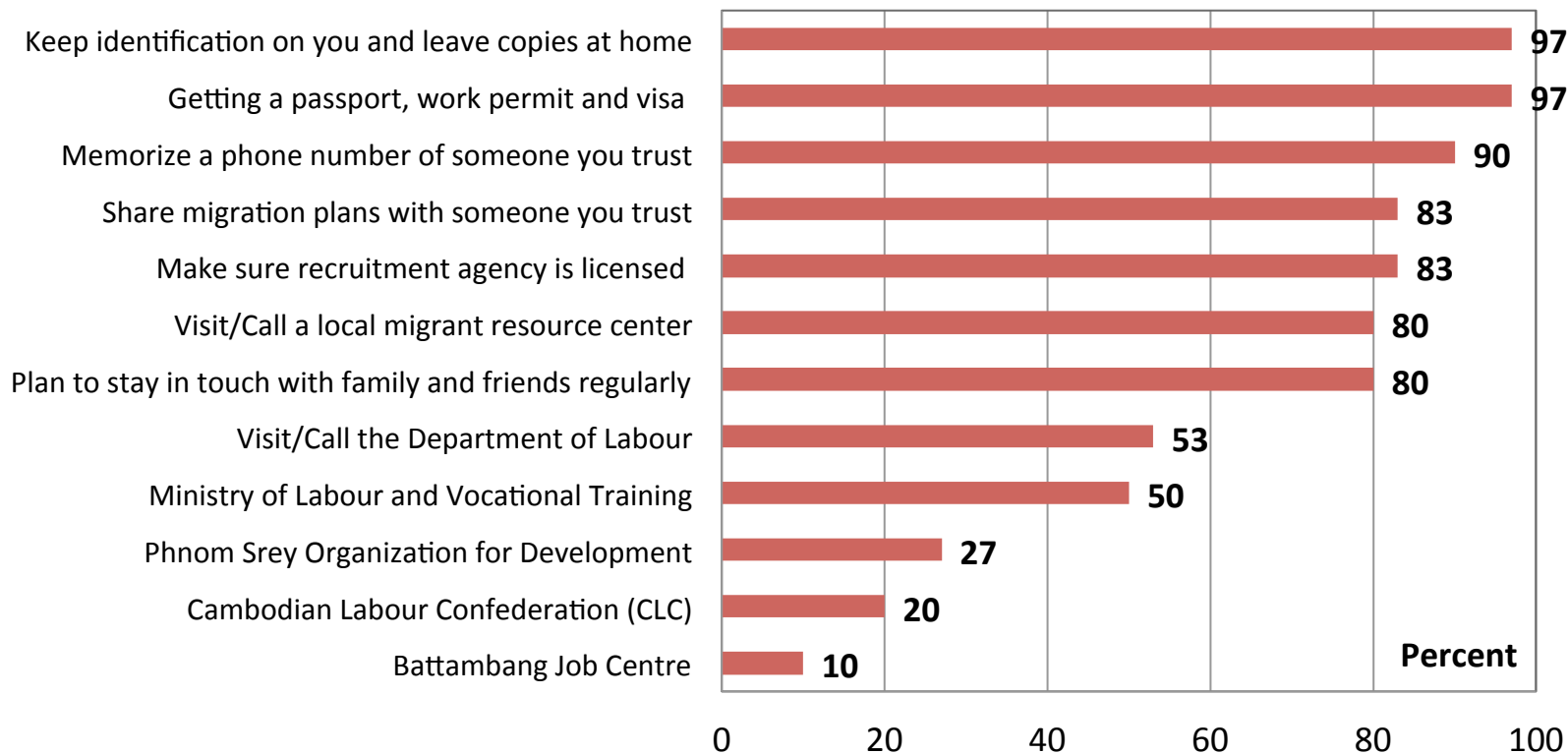
Extent of Processing

Immediate reaction after seeing the Know Before You Go video



Processing relates to the extent to which Know Before You Go video caught people's attention and processed the message. Some 70 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (30%) and some also intend to speak to others (40%) about the issue of safe migration.

Message Take Out



Message retention was quite high with participants being able to recall 7-8 of the 12 key messages. The three messages that stuck in most peoples' minds were 'keep ID on you' (97%); 'getting a passport, work permit and visa' (97%); and 'memorize a phone number' (90%). Visiting the local migrant resource center was recalled by 80 percent.

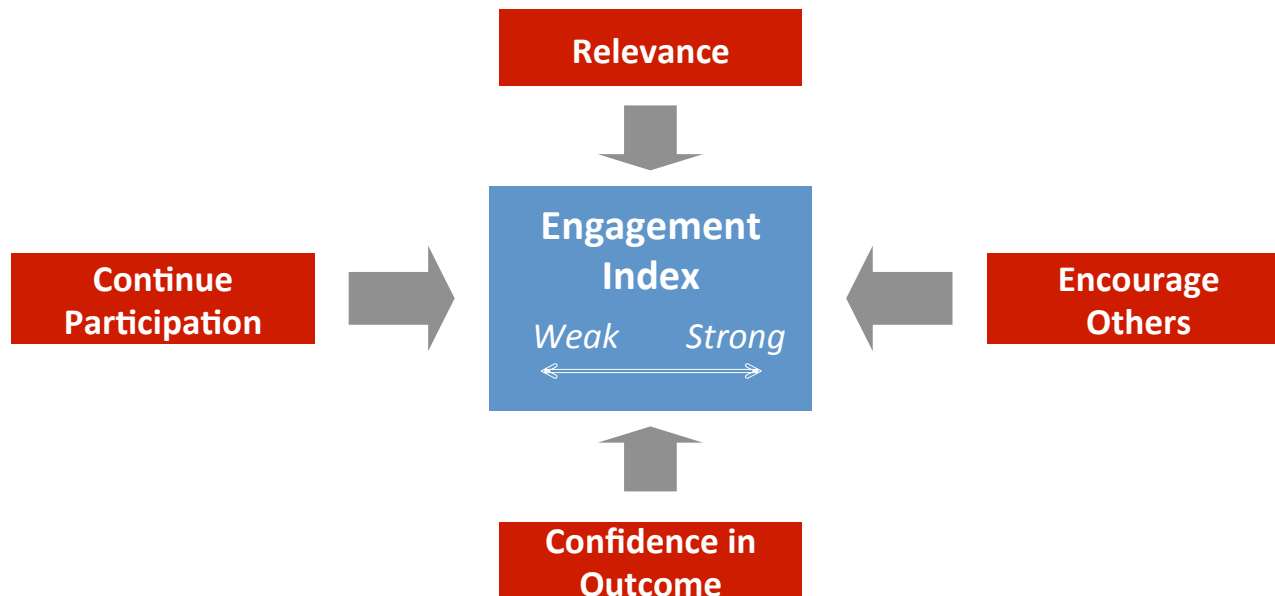
Engagement Measurement

The engagement index is used to examine the extent to which the video helped to engage the audience and benchmarking to past initiatives.

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 measures 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 the video, if participants anticipate **continued engagement** with the issue, and the extent to which participants feel confident the video can make a contribution to real **outcomes**. The four dimensions are combined to form an index, providing a more robust measure of engagement.



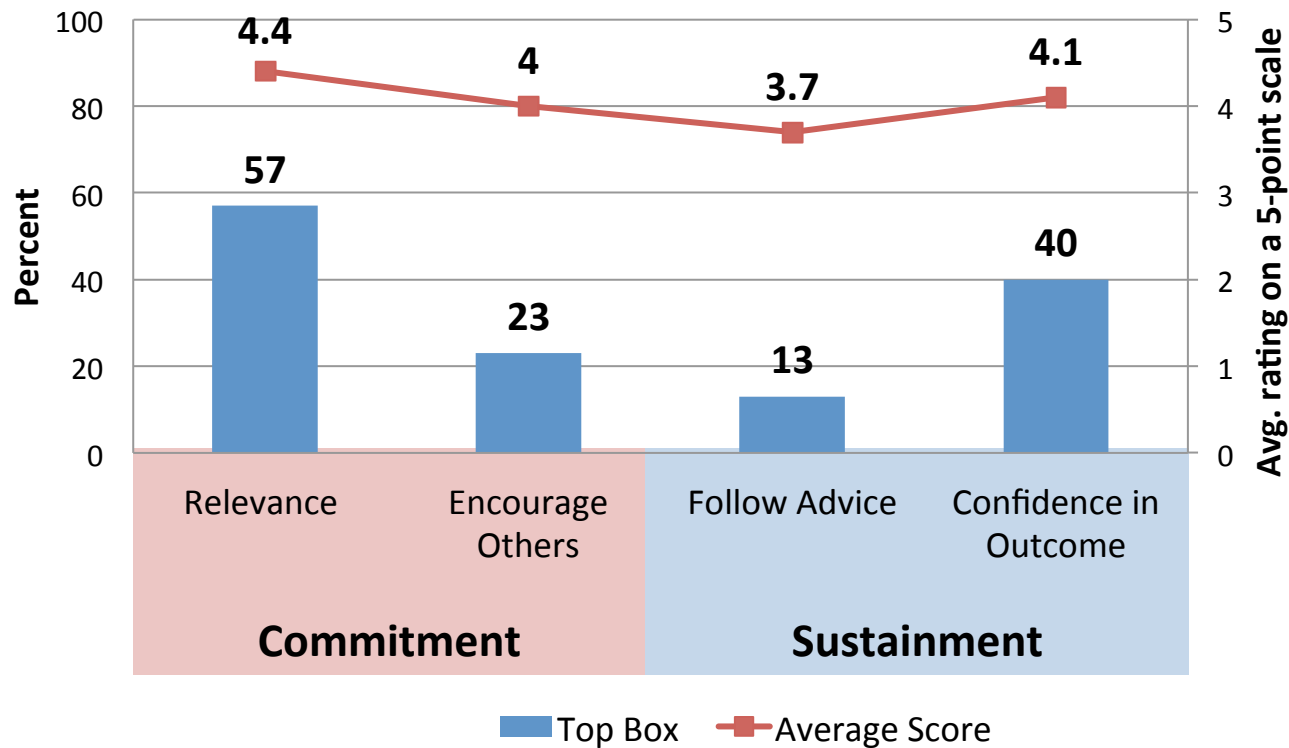
Four Simple Questions

1. How **relevant** are the messages to migrate safely for you ?
2. Would you **encourage** others to watch this video?
3. After watching the video do you intend to **follow** some of the **advice** on migration?
4. How **confident** are you that this video can help people like yourself to migrate more 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.

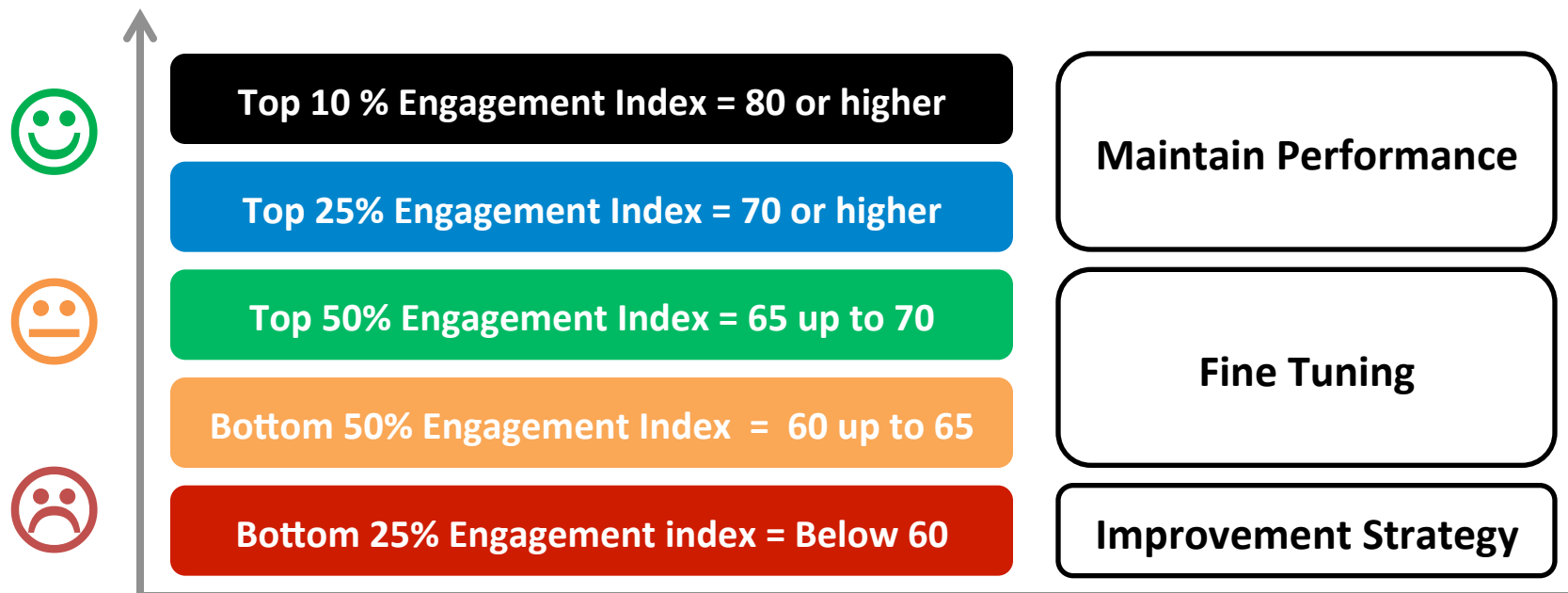
Individual Dimension Scores

Overall, top box scores (those rating the video as Excellent) are reasonably high indicating there is interest in the issue of safe migration. Top box scores were highest on 'relevance' (57%) and 'Confidence in Outcome' (40%), indicating participants see some level of personal commitment to the issue and that the advice is helpful. However, top box scores are lower on the dimensions of 'Encourage Others' (23%) and 'Follow Advice' (22%) indicating they may not do everything that is recommended.

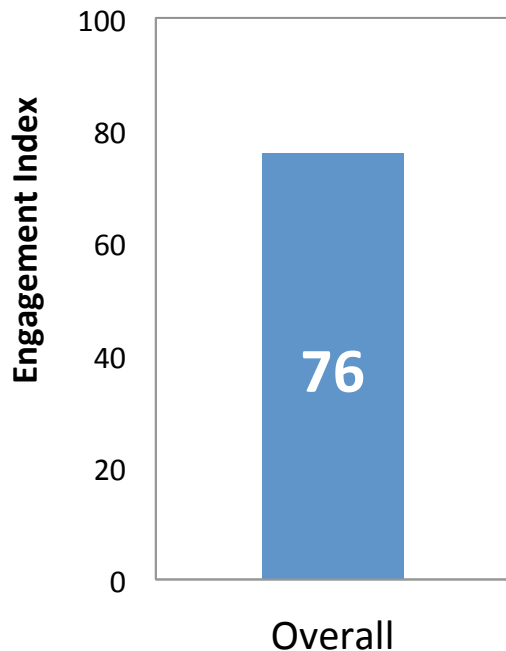


Benchmarking & Performance Tiers

- ▶ 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



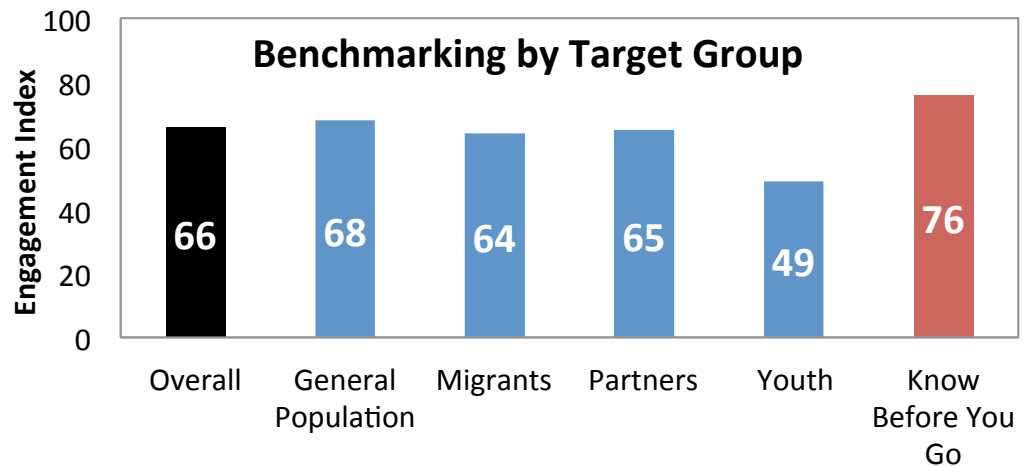
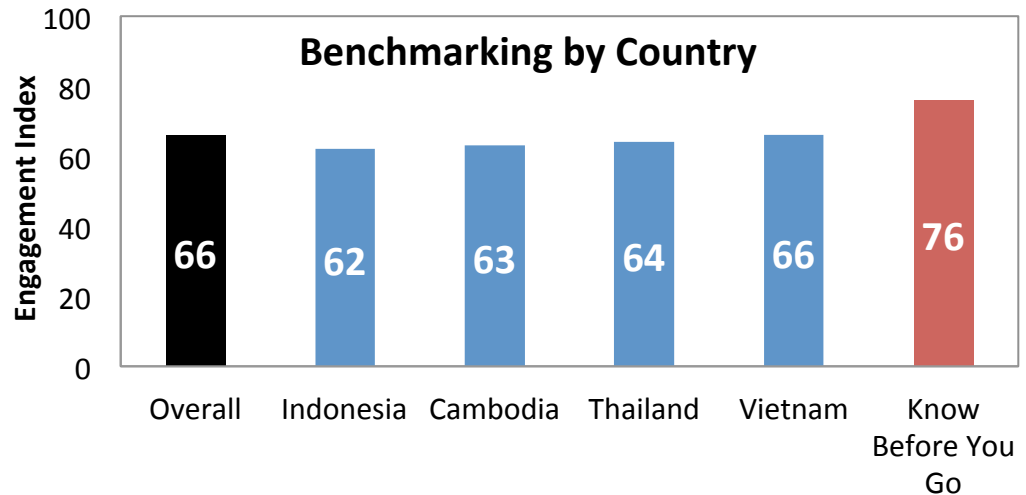
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Benchmarking

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 Know Before You Go video performed better than both the country benchmark for Cambodia (63) and the target group benchmark for migrants (64).



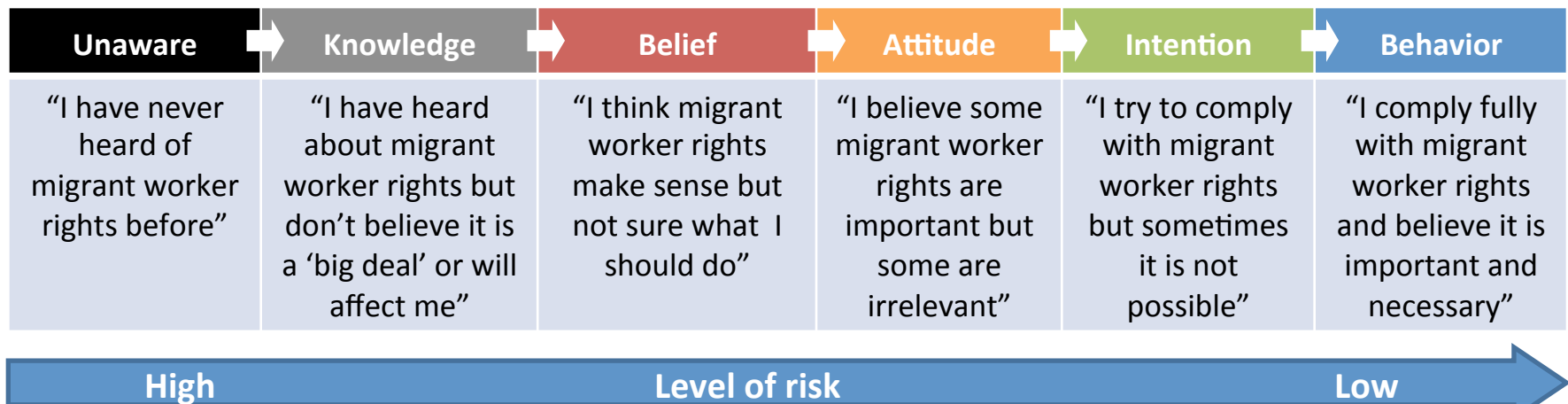
Impact Framework in Perspective

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.

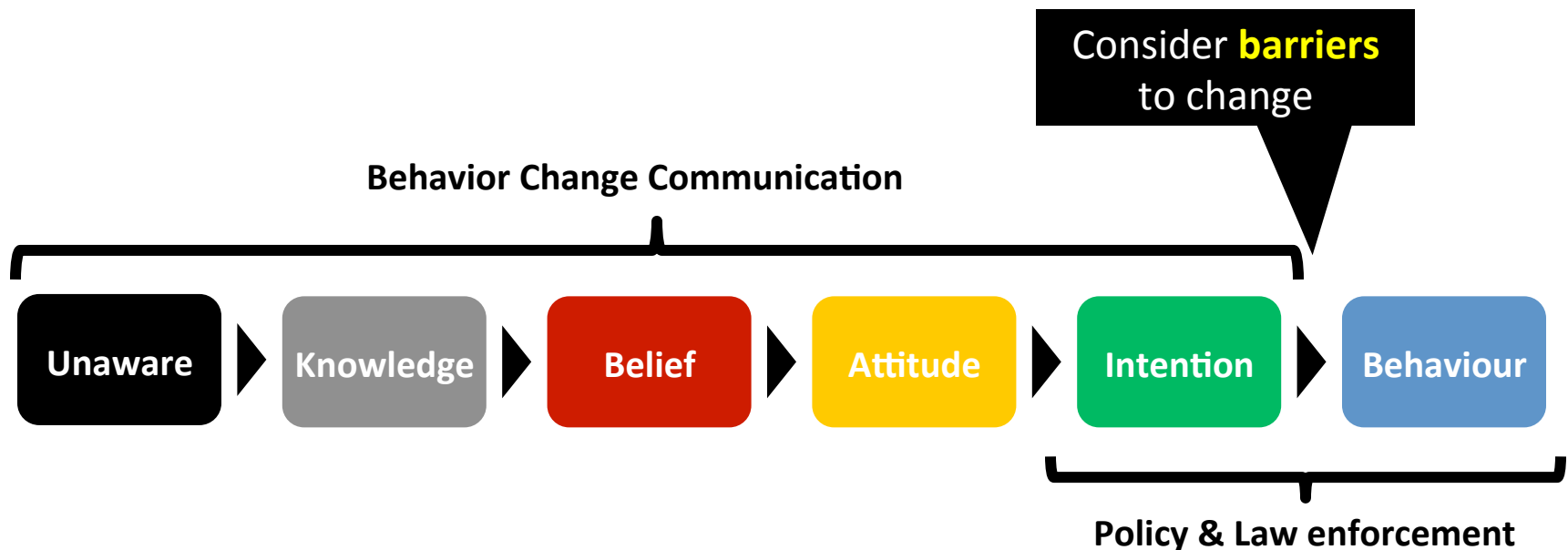
Based on this theory, Rapid Asia uses a proven model (i.e. KAP Score) that is able to replicate the behavioral change journey and approximate at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can make a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



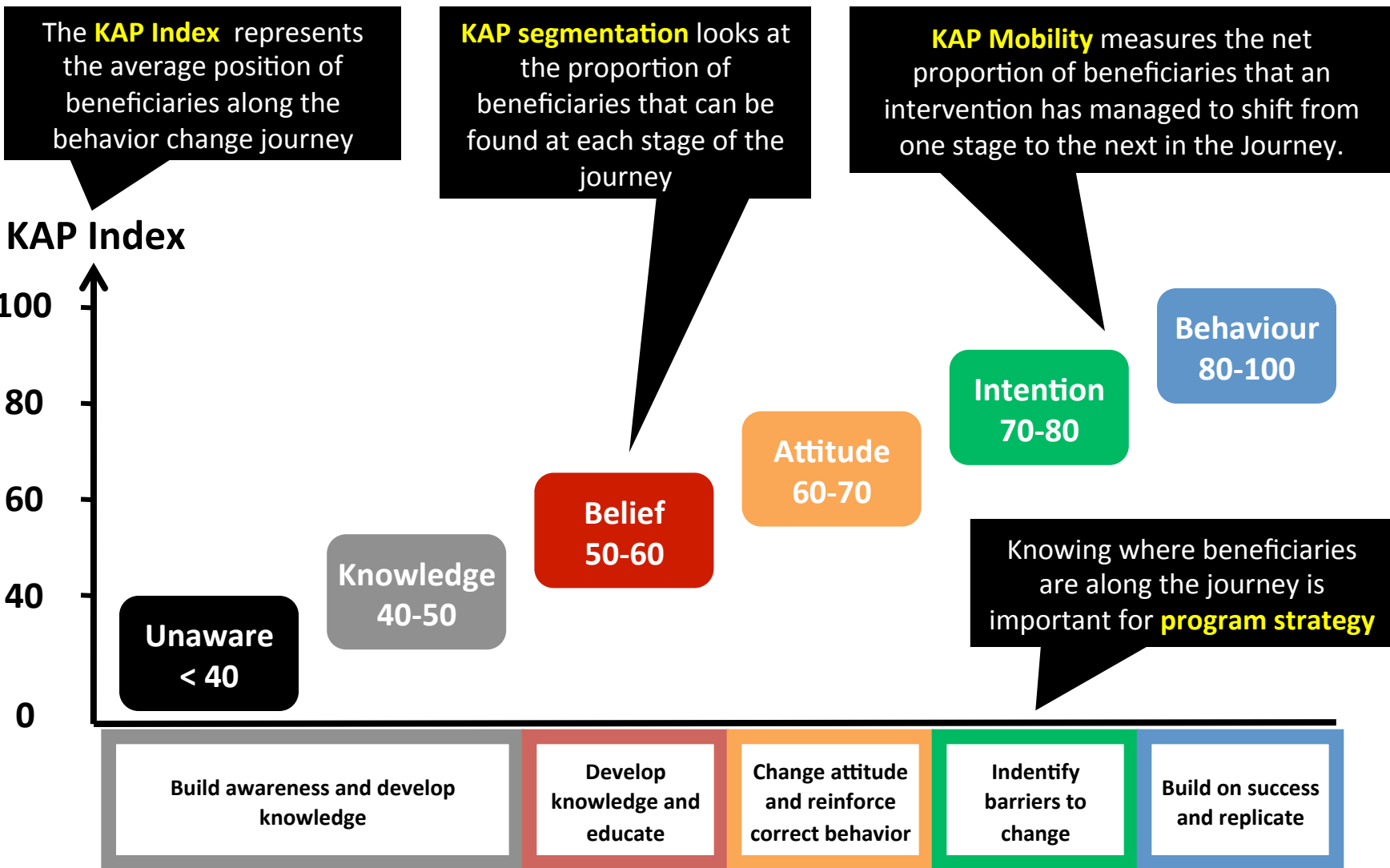
Communication & Policy go Hand in Hand

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, limited availability, 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

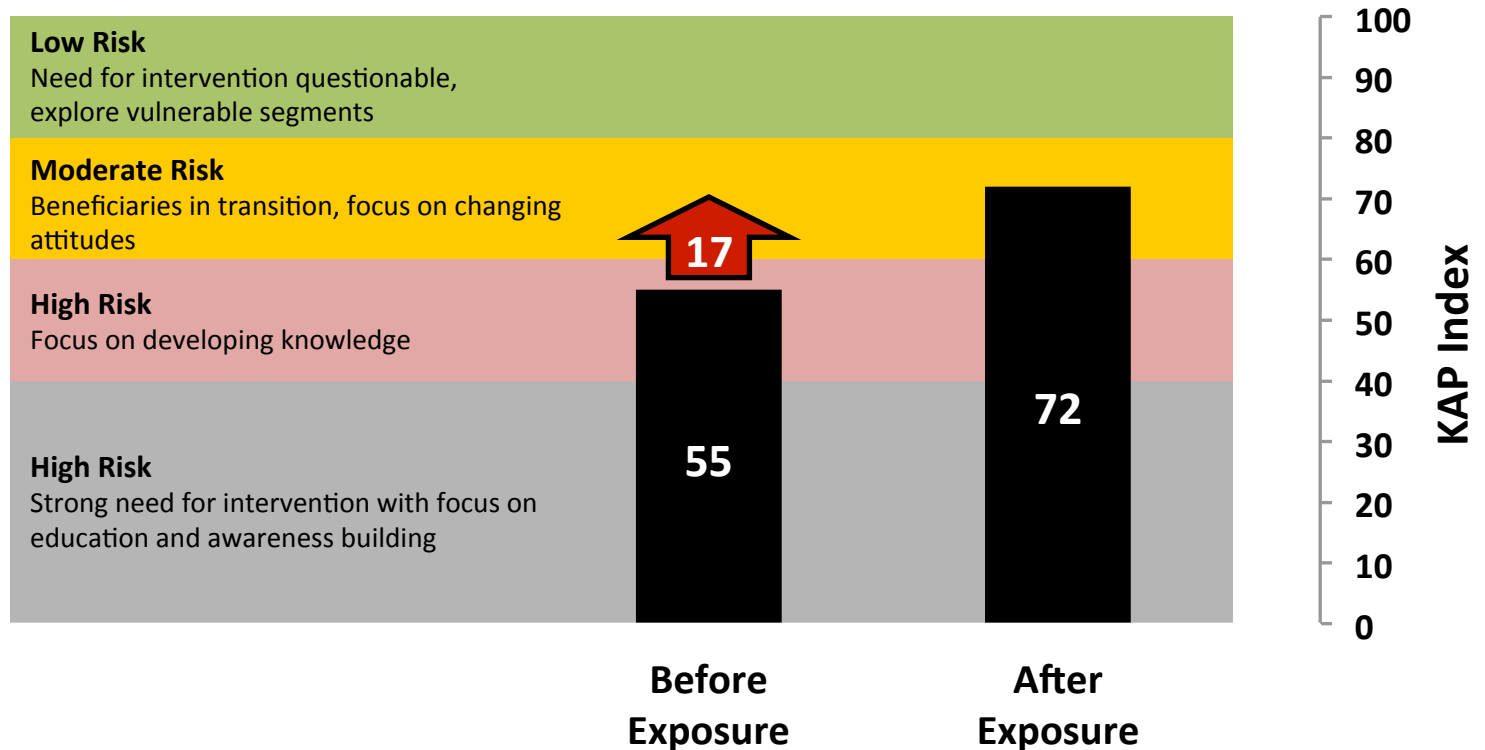
The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the client. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions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

| KAP | Questions / Statements |
|----------------------------|--|
| Knowledge | <p>You need a passport, visa and work permit to migrate</p> <p>Irregular migrants risk being arrested and deported</p> <p>You can earn more money and have better access to health care</p> <p>Visit your local migrant resource center or local government office and check the agent's license</p> <p>Understanding the definition of human trafficking</p> |
| Attitude | <p>People in my community prefer to migrate through non-regular channels</p> <p>Securing a job with a licensed recruitment agent is not worth the cost</p> <p>If working in another country it is a good idea to let your employer keep your passport or ID so you don't lose it</p> <p>It is not worth the cost and time to get a proper passport</p> <p>It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy</p> |
| Behavior (practice) | <p>Advising someone at risk to visit the local migrant recourse center</p> <p>Seek information about potential risks before migrating</p> <p>Speaking to friends about safe migration</p> <p>Seeking independent advice about an overseas job opportunity</p> <p>Encourage others to verify a dubious employer</p> |

KAP Index Benchmarking - Background

(Based on over 21,000 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 55 up to 72 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.



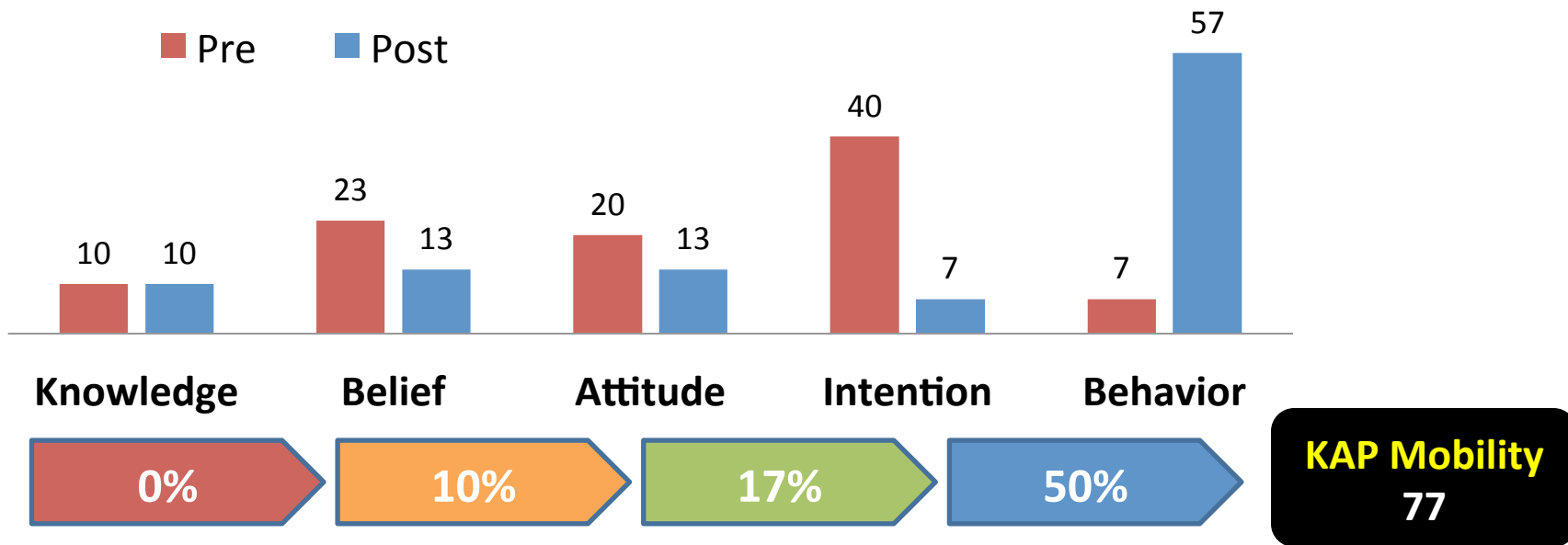
Impact Result

Measurement of impact using KAP Score

KAP Segmentation & KAP Mobility

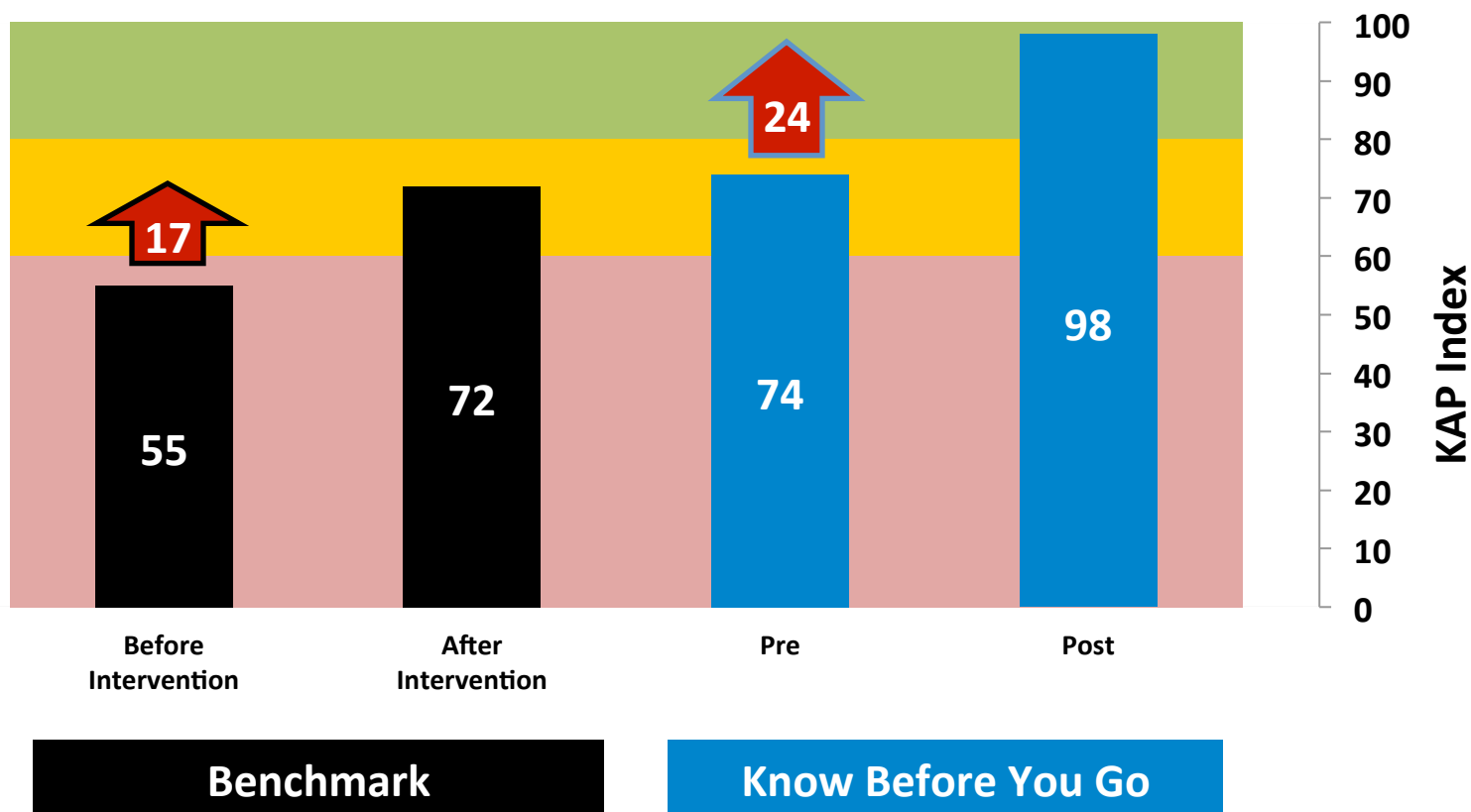
Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to Know Before You Go, 10% shifted from the Belief segment to Attitude. A further 17% have shifted into Intention and 50% into the Behavior stage. This indicates very strong impact, especially in terms of strong intentions to take informed action. The safe migration video has stimulated people to embrace safe migration, going beyond knowledge building.

Taking all shifts into account the total KAP Mobility score is 77, meaning that 77 out of 100 people shifted up one stage in the journey on average after being exposed to the safe migration video. A KAP Mobility score of 50 or higher is considered a very good result.



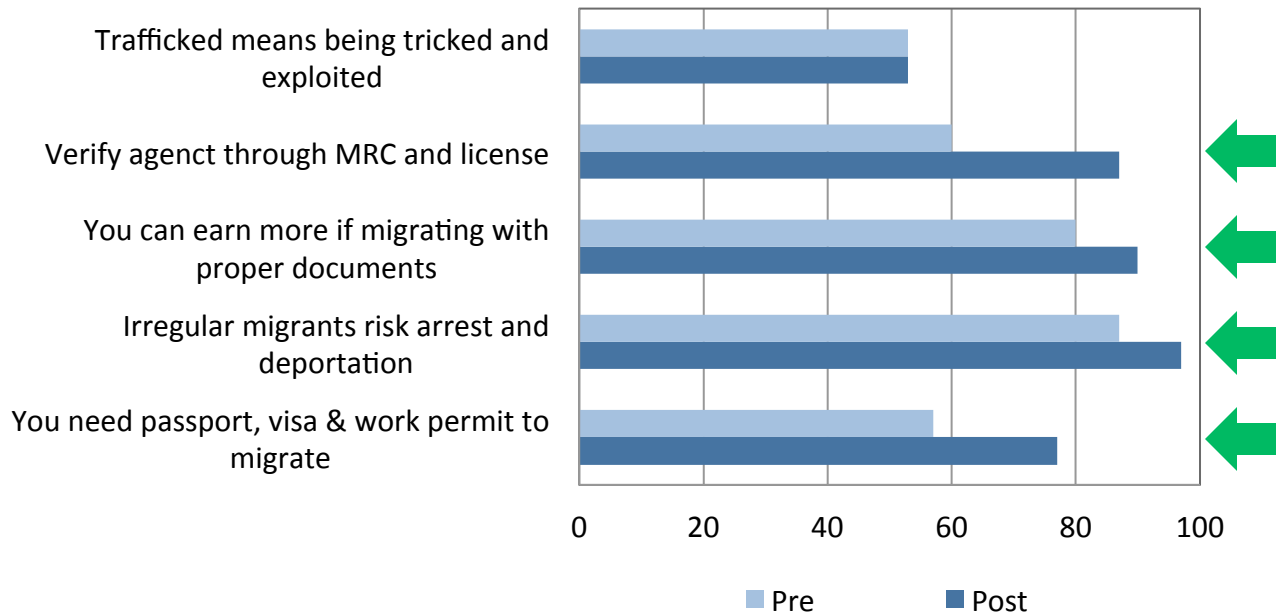
KAP Index Benchmarking

Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index. Know Before You Go achieved an above average shift of 24 points on the KAP Index. This shows that the video is performing well above average and should definitely be considered for future interventions.



Knowledge

Proportion of People who are aware



Knowledge levels were on average quite high over 50 percent but was lower in respect to ‘verifying agents’ and ‘passport, visa and work permit are needed to migrate’. The video has done a good job in building knowledge, increasing them to over 80 percent in most cases.

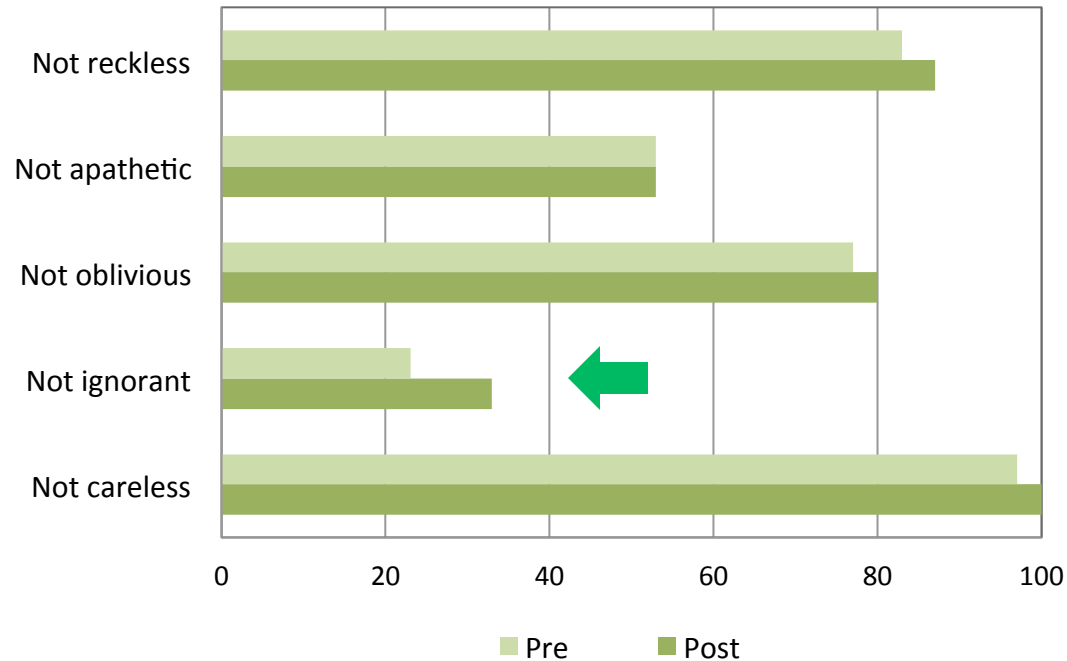
Attitude Analysis

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 participants 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 non-regular channels | Careless | Not Careless |
| Securing a job with a licensed recruitment agent is not worth the cost | Ignorance | Not ignorant |
| If working in another country it is a good idea to let your employer keep your passport or ID so you don't lose it | Oblivious | Not Oblivious |
| It is not worth the cost and time to get a proper passport | Apathy | Not apathetic |
| It's OK to sign a contract you don't understand as long as the recruiter seems trustworthy | Reckless | Not Reckless |

Positive Attitudes

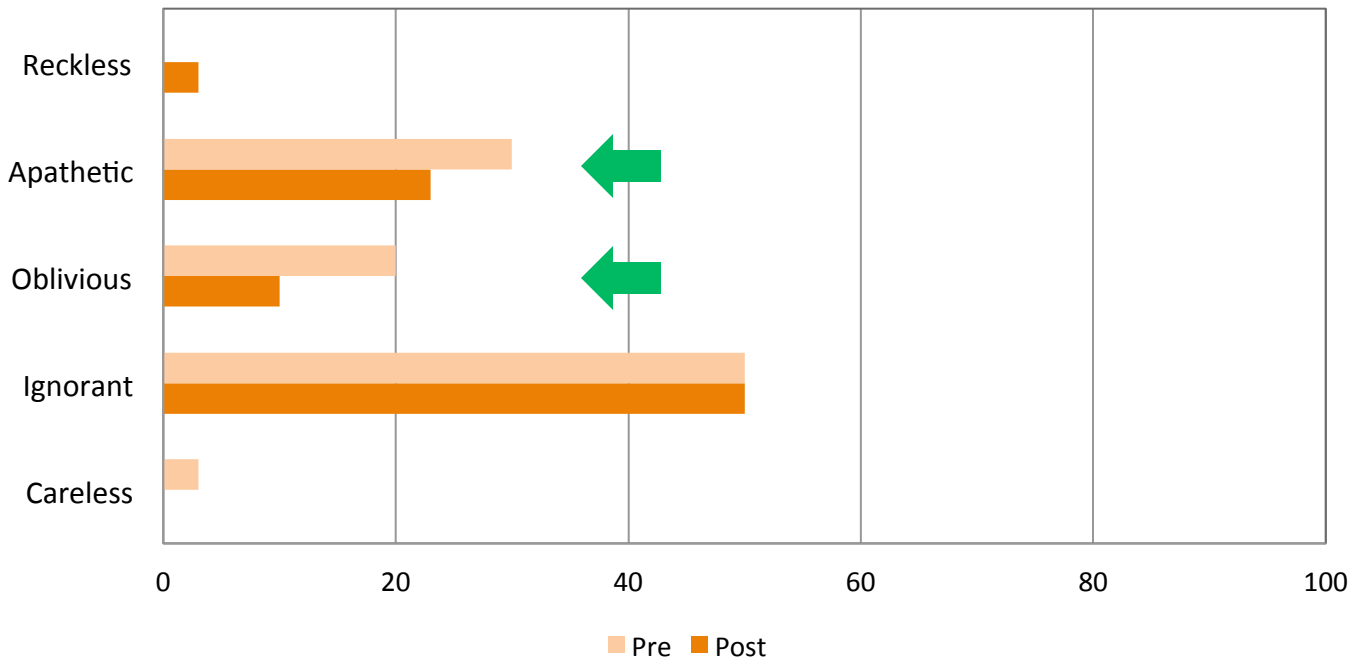
Proportion with clearly POSITIVE attitude



Positive attitudes on average were quite high, over 40 percent or higher. The most prominent positive attitude were not being careless or reckless. The video helped to reinforce positive attitudes with respect to not being ignorant and it can be worth the extra cost to use a licensed agent. Other attitudes, on the other hand, shifted only slightly or remained unchanged.

Negative Attitudes

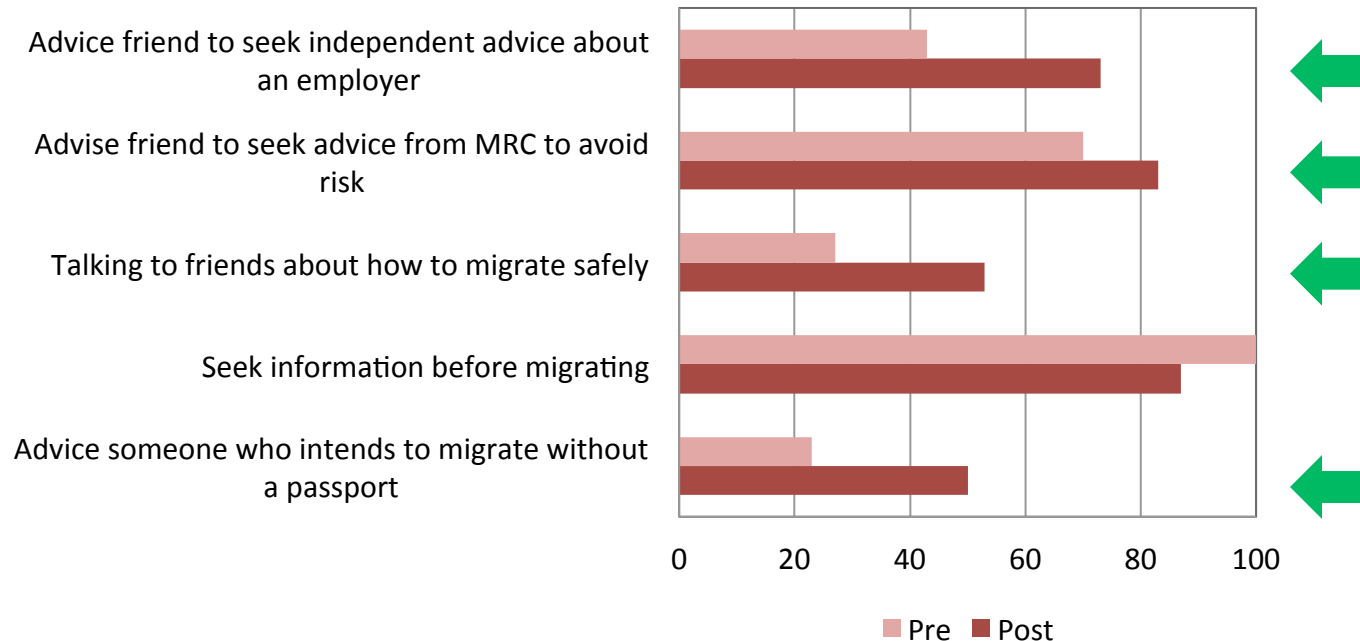
Proportion with clearly NEGATIVE attitude



Negative attitudes were on average less pronounced compared to positive ones. The video helped to reduce some negative attitudes including being less apathetic and oblivious. However, ignorance is the main one to worry about and may well be linked to costs associated with using licensed agents. If costs are too high this may serve as a deterrent and result in some migrants taking risks.

Behavioral Intent

Proportion who indicate they will fully comply



Behavioral intent was fragmented and lower particularly for ‘advising someone who intends to migrate without a passport’ and ‘talking to friends about how to migrate safely’. The video helped to strengthen intentions, improving four of the five behavioral components with quite some margin. ‘Seeking information’ was the only one that did not change significantly but was very high to start with.

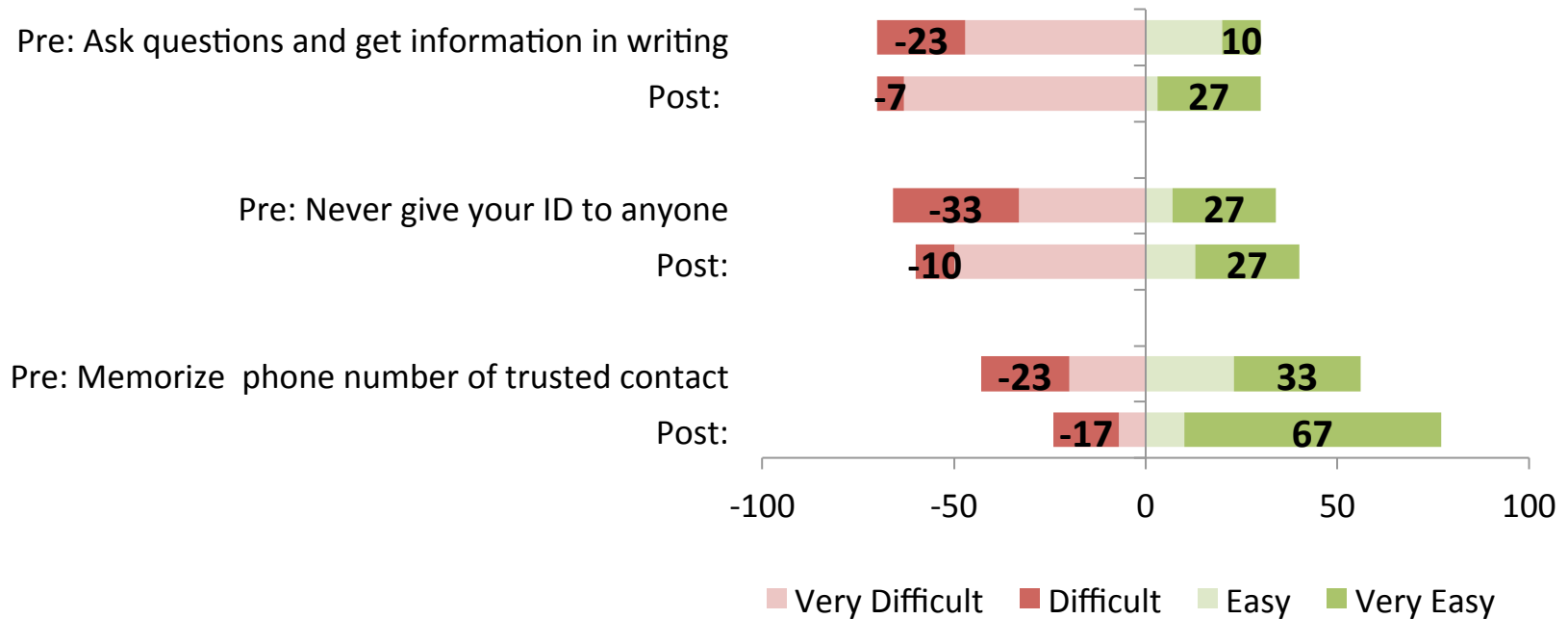
Sources for Seeking Information

Those indicating they would seek further information before migrating were asked to state what information sources they would be most likely to explore. This was asked both the Pre and Post stage.

It is positive to see that MRCs come out on top in the post stage (97%) followed by village or commune chief (90%) followed by village or commune chief (90%), government authorities (83%) and police (80%). Migrants also understand that job agents and brokers are not reliable information sources, consequently not selected by anyone.

| Information Source | Pre n=30 (%) | Post n=30 (%) |
|--------------------------------------|--------------------|---------------------|
| Through friends | 7 | 27 |
| Through local government authorities | 63 | 83 |
| Migrant resource center | 87 | 97 |
| Village or commune chief | 80 | 90 |
| Internet | - | 7 |
| Police | 53 | 80 |
| NGO | 57 | 73 |
| Film | - | - |
| Read a book | - | - |
| Job agency or broker | - | - |

Taking Precautions



Asking questions, not giving up your ID documents and memorizing a phone number are three important precautions migrants can take to ensure they migrate more safely. These were studied in more depth by asking to what extent participants felt it would be easy or difficult to do these things. It is interesting to note that the first two were on average seen to be relatively more difficult to do compared to remembering a phone number. It may be worth exploring further why migrants think this way.

Contact information

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