

Open Doors: Domestic Workers in ASEAN

Pre and Post evaluation of long-form video in Malaysia



Prepared for
IOM X

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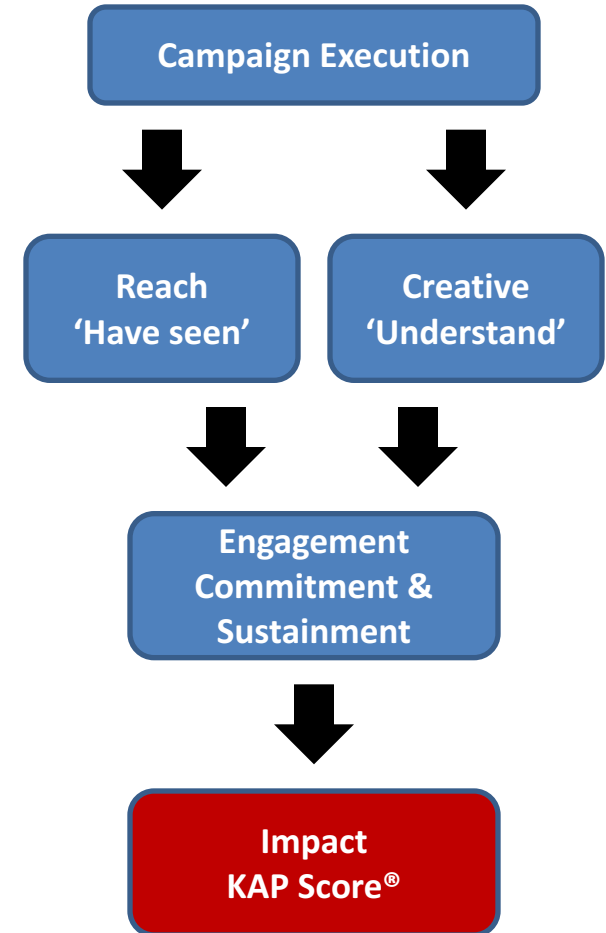
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Summary

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 reached 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. KAP Score has been used across a number of thematic areas including wildlife conservation, human trafficking, 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 input from the IOM X team, 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 domestic workers 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

IMPACT FRAMEWORK CONT...

- ▶ Behavior change can be described as a journey from a position where a person does not know anything about domestic worker rights 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 domestic worker rights in Malaysia, which the IOM X program is aiming to address:

KAP	Questions/ Statements
Knowledge	<p>Minimum wage of domestic workers is 31-34 MYR/day or 920-1000 MYR/month</p> <p>Domestic workers are entitled to have fully paid rest days if they are sick</p> <p>Domestic workers are entitled to at least one full day off per week</p> <p>Minimum wage should be set by Malaysia law for labourers or higher</p> <p>Domestic workers are entitled to fair working hours</p>
Attitude	<p>Exploitation of domestic workers is not a big issues in this country</p> <p>A live-in domestic worker should be available to work at any time</p> <p>Domestic migrant workers don't deserve the same salary as Malaysian domestic workers</p> <p>People I know don't really care if domestic workers are mistreated</p> <p>When a domestic worker is mistreated it is usually because they did something wrong that deserves punishment</p>
Behavior (practice)	<p>Reporting suspicious employer who exploits his/her domestic worker</p> <p>Seek information about domestic workers' rights</p> <p>Telling friends about positive contribution from domestic worker toward my family</p> <p>Advise friend who is about to hire domestic worker</p> <p>Advise friend if domestic worker asks for job contract</p>

Summary

ABOUT THE STUDY

- ▶ The impact study in Malaysia was carried out with a sample of n=208 (pre) and n=104 people (post, same respondents) of employers of domestic workers across the country using an online panel.
- ▶ Quotas were used to ensure equal representation of males and females, as well as different age groups within the 15-50 year age bracket.

TARGET PROFILE

- ▶ The vast majority of participants had completed diploma, university or higher education and over half were working.
- ▶ As expected, there is a larger proportion of white collar workers among those working since the sample is more representative of urban areas. Some 10 percent worked in government and manufacturing followed by finance (9%) and with the rest spread across several different sectors. With regard to socioeconomic status, on average more than half (51%) were in the socioeconomic class A and B.

EMPLOYMENT OF DOMESTIC WORKERS

- ▶ More than half of participants (56%) hired Indonesian domestic workers, while around one third of domestic workers (34%) came from Malaysia. Only few hired domestic workers from other countries. More overseas domestic workers (74%) lived in their employers' house compared Malay ones (26%).
- ▶ The vast majority of those who employ domestic worker stated that they provided sick leave on rest days and fair wages, followed by reasonable working hours, permission to make phone calls, safe and clean workplace and understandable written work contract. However, freedom for domestic workers to spend their free time was an entitlement that most employers don't provide as well as access to Wi-Fi. Out of the 10 entitlements listed, employers provided between 5 and 6 entitlements on average.

Summary

- ▶ Comparing those who employ Malay domestic workers to overseas ones, there is significantly difference in entitlements provided. More employers of overseas domestic workers provided entitlements regarding sick leave on rest days (78%), fair wages (77%), reasonable working hours (68%) and permission to make phone calls (69%), safe and clean workplace (67%), a written work contract (72%) and private bedroom compare (66%) with employers of Malays domestic workers. Average number of entitlements are higher for employers of overseas migrants (6.3) compared to those who employed Malays (4.5).
- ▶ More than half (64%) claimed that their domestic worker was aged 26 years or older, while around one in forth (26%) hired domestic workers aged between 18 to 25 years. Cases of child labor did exist and even if only 3 percent overall, that represents several thousand workers in Malaysia alone. Overseas domestic workers were on average older compared to those from Malaysia.
- ▶ Some 51 percent of employers claimed that their domestic worker normally worked around for 8-10 hours per day and around one in five indicated that their worker worked less than 8 hours (21%) or between 11-13 hours per day (20%). Overseas domestic workers may on average work longer hours and could be explained by the fact that most of them are live-in.
- ▶ Some 25 percent of employers paid their domestic worker a salary that was below the minimum wage, meaning it was below 31 – 34 MYR / day or 920 to 1000 MYR / month. No significant difference was found between overseas and Malay domestic workers.
- ▶ More than half of the employers (56%) claimed that they had a good relationship with their worker and around two in five (38%) said that they had a very good relationship. No one indicated to have a poor relationship with their worker. More employers of overseas domestic workers (41%) said they had a very good relationship with their domestic worker.

Summary

EXPOSURE TO NEWS ON DOMESTIC WORKERS

- ▶ On average, the vast majority (89%) has had exposure to news about domestic workers in Malaysia. News about domestic workers being abused or exploited in Malaysia (73%) was found to be the most common issue reported in the news followed by news on domestic worker being abused abroad (46%) and domestic worker's rights (39%).
- ▶ News and media report (72%) was indicated as the most trusted information source for information about domestic workers, followed by internet (50%) and local government authorities (40%). Participants on average have had access to around 2-3 sources of information that they trust.
- ▶ Most have heard about human trafficking but many (47%) are not really familiar with the topic. News and media report (90%), the internet (79%) and TV documentaries (71%) were identified as the most common sources. Those aware have on average heard about human trafficking from four to five separate media sources.
- ▶ Some four in five employers (80%) understand the correct definition of human trafficking. However, some confuse it with irregular migration (9%) and people smuggling (8%).

CAMPAIGN EXECUTION

- ▶ Nearly one third (32%) had seen the Open Doors video prior to the evaluation. Reach was found to be somewhat higher amongst employers of overseas domestic workers (35%) compared to those who hired Malay domestic workers (24%). Those who had seen the IOM X's 24-minute video were also asked where they had seen it. YouTube (85%) and Facebook (61%) were the media with the highest reach.

Summary

- ▶ The Open Doors video was initially shown un-branded and those who claimed to have seen it were asked to state which organization put out the video. Of those who had seen the IOM X's 24-minute video, 33 percent could correctly link it to the IOM X brand. However, some participants, particularly employers of Malay domestic workers, thought that the Malaysian Government (57%) was the organization behind the video.
- ▶ Processing relates to the extent to which Open Doors caught people's attention and processed the message. Some 87 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (41%) and some also spoke to others about the issue (46%). Not surprisingly, processing also had a direct relationship with impact (i.e. the KAP Index). The higher the level of processing, the higher the KAP Index.
- ▶ Respondents also rated Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform well, all but one had an NPR of 45 or higher. In terms of encouraging employers to give their domestic workers a weekly day off, performance was rated slightly lower with an NPR of 41. This may not be surprising given that around half of employers did not provide this entitlement.

ENGAGEMENT MEASUREMENT

- ▶ Respondents also rated Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform well, all but one had an NPR of 45 or higher. In terms of encouraging employers to give their domestic workers a weekly day off, performance was rated slightly lower with an NPR of 41. This may not be surprising given that around half of employers did not provide this entitlement.

Summary

- ▶ With an index of 78, Open Doors is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the strong performance of Open Doors. Employers of overseas domestic workers were on average somewhat more engaged with an index of 79 versus 76 for Malay domestic workers.

KAP RESULTS

- ▶ Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to Open Doors, 9% shifted out of the Knowledge segment into the Belief segment and 19% went from Belief to Attitude. A further 19% have shifted into Intention and 3% into the Behavior stage. This indicates good impact, especially in terms of educating people about domestic worker's rights. Taking all shifts into account the total KAP Mobility score was 50, meaning that 50 out of 100 people shifted up one stage in the journey on average after being exposed to the Open Doors video.
- ▶ Among employers of Malay domestic workers after exposure to Open Doors, the KAP segmentation showed 3% shifted out of the Knowledge segment into the Belief segment and 2% went from Belief to Attitude. A further 8% have shifted into Intention and 3% into the Behavior stage and the total KAP Mobility score was 16.
- ▶ As for KAP Segmentation among overseas domestic workers after exposure to Open Doors, it can be seen that 10% shifted out of the Knowledge segment into the Belief segment and 26% went from Belief to Attitude. A further 25% have shifted into Intention and 3% into the Behavior stage, with the total KAP Mobility score of 64.
- ▶ Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index. Open Doors achieved an average shift of 16 points on the KAP Index.

Summary

- ▶ Employers of overseas domestic workers had a higher KAP Index than those who hired Malay domestic workers. It is interesting to note that the impact of Open Doors video was also significantly higher amongst employers of overseas domestic workers (16 over 11). It is likely that employers may have felt Open Doors was more relevant to them given that it features overseas domestic workers as opposed to domestic ones.
- ▶ Males were found to have slightly higher KAP Index than females. The KAP Index was also lower for younger age groups. The highest KAP Index was found in the 40-50 year age group in the pre-stage. Again, impact has been achieved uniformly for males and females and across different age groups, except those in the 40-50 year age group where a negative shift was seen indicating the video may not be appropriate for an older audience. The sample of older people is however too small to make any assertive conclusions.
- ▶ People who were exposed to news about domestic workers in Malaysia had a higher KAP Index than those who had not been exposed to such news. This shows that experience and exposure to information potentially contributed to a better understanding about domestic worker rights as well as being more appreciative of the Open Doors campaign. Christian employers had somewhat higher KAP Index than Muslim employers and were also more receptive to the campaign.
- ▶ Being better off financially was associated with a higher KAP Index and is consistent with past studies who have found similar relationships. The highest shift was found amongst those in socioeconomic class C. Those who were in the lowest socioeconomic levels did not show any positive shift, indicating the Open Doors campaign may not be appropriate for this audience.

Summary

- ▶ Knowledge levels were on average low to average at the pre stage. They were with respect to knowledge about fair wage of live-in domestic workers (33%) and fair working hours (26%). All knowledge aspects improved in the post stage and indicates Open Doors can work well as an educational tool for employers of domestic workers.
- ▶ In the pre stage employers of overseas domestic workers had slightly better knowledge on minimum wage, full paid rest days and fair wage of live-in domestic workers. However, knowledge on giving one day off per week was significantly higher for those hired Malay domestic workers. After the intervention, employers of overseas domestic workers had a higher knowledge level in almost every aspect as did for employers of Malay domestic workers.
- ▶ In the pre stage more than two thirds (68%) stated that the most appropriate age to become a domestic worker was over 18 years old. After seeing Open Doors, there is a larger proportion of those who mentioned the same (85%).
- ▶ Positive attitudes were on average quite low. The most prominent positive attitude were not being in denial (19%). After watching the video, positive attitudes increased slightly particularly on not being discriminatory (from 3% to 10%).
- ▶ In the pre stage employers of Malay domestic workers held significantly less positive attitudes. However, the Open Doors video managed to improve their attitude in post stage, especially on not being in denial (from 13% to 28%). It is interesting that the Open Door video didn't create much impact on positive attitudes of those who hired overseas domestic workers.

Summary

- ▶ Negative attitudes are on average higher than positive ones. Ignorance (81%) and discrimination (63%) were the most prominent negative attitudes. However, negative attitudes in nearly all aspects declined in the post stage, showing that the Open Door video effectively helped to reducing negative attitude toward domestic workers.
- ▶ Employers of Malay domestic workers held on average stronger negative attitudes compared to employers of overseas domestic workers, except for being ignorant. Nonetheless, negative attitudes were reduced across the board after watching the Open Doors video. Same was true of employers of overseas domestic workers with the exception of apathy (46% Pre, 60% Post), which could be explained by some employers feeling guilty after watching the video.
- ▶ Behavioral intent was on average reasonably high 60 percent or higher. The Open Doors video helped to strengthen intentions, improving all behavioral components to some extent and pushing them over 80 percent in terms of encouraging the use of proper job contract, advising friends about job contract and seeking information about domestic worker's rights.
- ▶ Employers of overseas domestic workers generally have somewhat higher compliance than employers of Malay domestic workers, particularly regarding telling others about some positive contribution of domestic workers. This probably is a result of strict regulations and law enforcement pertaining to migrant workers in Malaysia. Employers of migrant workers may be more aware of such regulations and are therefore more likely to be more compliant. It is interesting to note that this dimension declined in the post stage for employers of Malay DWs and may indicate the video made some realize they have not actually said positive things about DWs.

Summary

- ▶ Around three in five employers (75%) claimed that they would report if they suspected their neighbor was exploiting a domestic worker. Of these, the majority would report to police (81%) followed by reporting to calling a hotline (39%) and NGO (33%).
- ▶ Around four in five employers (85%) indicated that they would seek information about domestic workers' rights if they were about to hire a domestic worker. The local government office was mentioned as the most common source where people would seek information (78%). Internet (61%) and NGO (60%) were also another common sources for seeking such information. NGO and friends and relatives were more pronounced in the post stage.

MEDIA PROFILE

- ▶ Nearly everyone owns internet and television with 94 percent and 91 percent respectively, followed by smart phone or tablet (86%) and PC or laptop (83%). Internet and television are the two media that people in Malaysia use most regularly.
- ▶ The most popular TV channel is TV3 with 82 percent followed by Astro (74%) and TV9 (49%). Other channels are less popular. Astro and TV9 were more popular amongst employer of overseas domestic workers.
- ▶ Local news was the most popular type of TV program among those who regularly watch TV (87%). Apart from this, international movies (70%) and international news (66%) were found to also be popular programs.

Summary

- ▶ Internet penetration stood at 87 percent amongst employers. Around four in five (86%) used a PC, laptop or mobile phone (82%) to access internet. All internet users used a chat service. WhatsApp tops the list with 97 percent followed by Facebook Messenger with 76 percent.
- ▶ Every internet user subscribed to a social media site. Facebook was the most popular social media site with 95 percent, followed by Instagram (71%), Google+ (62%) and Twitter (62%). Social media users were active and perform a number of activities on their social media site. Reading (89%) and searching (87%) were the most common activities but many also used it for connecting and networking (76%).
- ▶ Most of those who hired Malay domestic workers use Facebook (95%), Google+ (75%) and Twitter (62%). Whereas most employers of overseas domestic workers use Facebook (95%) and Instagram (69%). With regard to chat services, Whatsapp and Facebook Messenger were found to be popular amongst employers. Yahoo was more pronounced amongst employers of Malay domestic workers.

GENDER ANALYSIS

- ▶ Overall, more male employers (51%) paid salary to their domestic workers according to the minimum wage which is 31 – 34 MYR / day or 920 to 1000 MYR / month or higher. Whereas, more female employers (31%) paid their domestic workers less than the minimum wage.
- ▶ Males had somewhat higher knowledge levels than females on most aspects, particular on knowledge about one day off per week and minimum wage of domestic workers. However, after watching the video, females managed to shift their knowledge levels to be nearly equal or higher than males in several issues during the post stage.

Summary

- ▶ Generally, females held somewhat more positive attitudes than males on most aspects, particularly on not being apathetic. Males and females had quite similar positive attitude level on not being in denial.
- ▶ Males held significantly stronger negative attitudes toward domestic workers than females on most aspects, especially ignorance and discrimination.
- ▶ Behavioral intent is on average is reasonably high for both males and females. Females generally had lower compliance than males in the post stage.

Recommendations

- ▶ Open Doors can be an effective intervention tool, in particular with employers of overseas domestic workers, both in terms of its execution and engagement of people to promote domestic worker's rights. Hence, it should be considered for future interventions and it may be worthwhile to distribute the Open Doors video and sharing it with other UN agencies and organizations that work on domestic worker issues.
- ▶ On the other hand, Open Doors has been less effective with employers of Malay domestic workers. Those who employ Malay domestic workers are on average from a lower socioeconomic class and tend to be regular office workers. Based on this result, Open Doors should be targeted to employers of overseas domestic workers.
- ▶ Reach of Open Doors has been relatively high, especially for employers of overseas domestic worker, the key target population of the campaign. Social media like Youtube and Facebook was found to have the highest reach. IOM X therefore should continue engaging with target audiences mainly through social media.
- ▶ Open Doors is perceived to have been sponsored by the Malaysian Government and may serve as a future engagement/talking point with relevant officials.
- ▶ Although more than half of employers thought that they provided a fair wage to domestic workers, this belief was not consistent with minimum wages actually paid. Some employers were found to pay less than the minimum wage even though they themselves believed they paid the fair wage. Hence, it is critical to promote legal protection on this issue. IOM X might consider to work with relevant government agencies on this issue.

Recommendations

- ▶ Freedom of domestic workers to have free time off is an entitlement provided by relatively few employers, below 50%. This is partially because most domestic workers (67%) are live-in and don't always have freedom to decide where to spend their free time. In addition, the Net Performance Rating (NPR) illustrated that the message communicated by the Open Doors video on this particular issue did not come across as clear as other messages. IOM X therefore should consider how this specific issue could be communicated more clearly for future interventions.
- ▶ Open Doors engages very well with younger target groups, while those aged over 40 years had less engagement with the issue. Hence, IOM X should continue to target these younger groups as their primary audience. For older audiences in Malaysia, a different message creative execution may be required.
- ▶ Negative attitudes were generally high in all aspects, especially on ignorance and discrimination. These negative attitudes are strong amongst employers of both Malay and overseas domestic workers. This could be related to security or bias against migrant workers. This indicates that the Open Doors video needs multiple exposures to employers and to be supported with strong law enforcement. It may take time for employers to become fully sensitized to the message, and hence, enforcing regulatory frameworks that support domestic workers rights become all the more important.
- ▶ Impact was found to be significantly lower among the employers of Malay domestic workers. It may be worth while to carry out some qualitative testing of Open Doors with employers of Malay domestic workers, and who are from lower to middle income groups. Attitude is likely to be a major barrier within this group, one which would be important to understand further for the benefit of future programming in Malaysia.

Background & Methodology

Background & Objectives

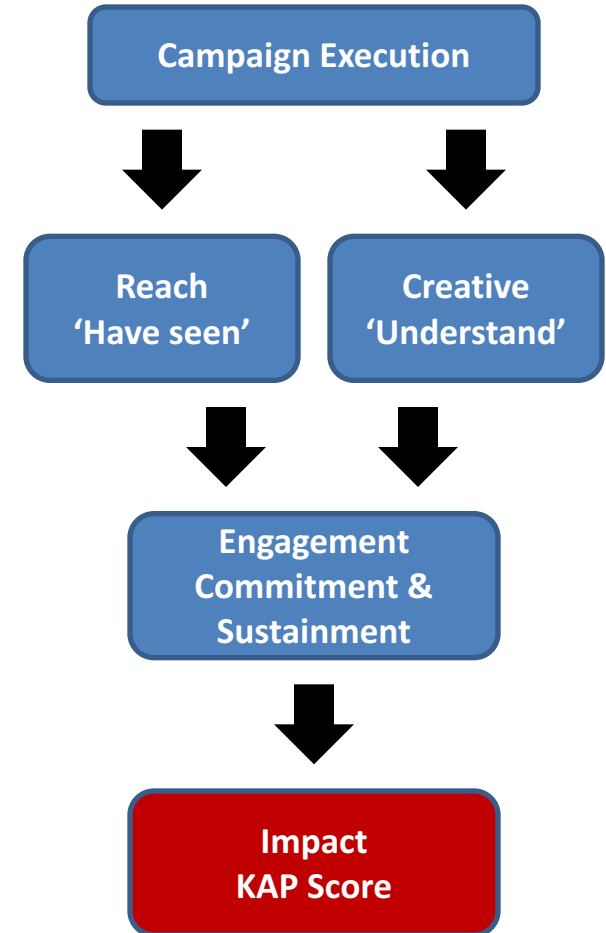
- ▶ Domestic workers constitute a significant part for the global workforce in the informal employment. It has been estimated that there are 52 million domestic workers worldwide, of which 21.5 million are from Asia and the Pacific (ILO, 2013). In Malaysia, domestic work is one of the key sectors, where the vast majority of female unskilled workers are employed, especially female migrants. However, due to the unique circumstances of working in a private household combined with a lack of legal protection, domestic workers are considered as one of the more vulnerable groups, who are easily exploited in several forms, such as, forced-labour, trafficking and bonded labour.
- ▶ 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), launched the Open Doors: An IOM X Drama about domestic workers. The production was a long-form video produced for television and online broadcasting in the ASEAN region. The objective of the initiative was to raise public awareness of domestic worker exploitation as well as promote best practices to be adopted by employers to help reducing such exploitation by highlighting the benefits of a positive working relationship between employers and employees, and the positive contributions domestic workers bring to the ASEAN community.
- ▶ This reports looks at the Open Doors evaluation results carried out by Rapid Asia using a national online panel in 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 Open Doors: An IOM X Drama. The overall objective was to educate employers and potential employers about domestic worker rights and making them think of them as employees, creating increased understanding and empathy.
- ▶ The target was young men and women (aged 15 to 50 years) across Malaysia who may have limited understanding about the law and who therefore could potentially discriminate against migrant workers, even if unknowingly.

OBJECTIVES:

- ▶ **Campaign Execution:** To build a basic understanding about the rights of domestic workers and create sufficient exposure through appropriate media.
- ▶ **Engagement:** To engage people to care enough to influence others and be inspired to learn more via the IOM X website.
- ▶ **Desired impact:** To learn about the valuable contribution of domestic workers and agree that they deserve some basic entitlements.
- ▶ **Barriers to change:** To reduce apathy and discrimination towards domestic workers in Malaysia.



Survey Design and Methodology



Methodology Item	Process
Evaluation design	Pre and Post survey design was used. The Pre stage survey was done first and after about a week the same respondents were contacted again and watched the long form video 'Domestic Workers in ASEAN Region' after which they completed the Post survey.
Target participants	Male and female employers of domestic workers Aged 15 up to 50 years Ethnicity Malay or Bumiputra
Coverage	Malaysia nationally
Survey Method	The survey was done using an existing and well established online access panel in Malaysia with enough members to achieve coverage across the Malay population nationally. Panel members were incentivized to participate in surveys and there were screening criteria in place to ensure participation in previous surveys did not bias participation in this survey.
Data Collection Period	Between 30 November and 7 December 2016
Sample Size	Baseline n=208, Impact n=104 (Note: oversampling was done in the pre stage to ensure a target sample of 100 in the post stage)
Language	Malay

Sampling

The sampling method used was random selection of participants from a well established online panel in Malaysia. Quotas were used to ensure equal representation of males and females as well as coverage across all States and Territories of Malaysia.

The sample distribution by region is shown in the table. Because an online panel was used for data collection, the sample is skewed towards more urbanized regions such as KL and Selangor. However, the majority of employers of migrant workers probably also live in more urban areas. Hence, it was decided not to weight the sample as this could potentially distort the data.

State / Territory	Region	Population 2010*	%	Baseline Sample (n)	%	Impact Sample (n)	%
Kuala Lumpur	Central	1,627,172	6	70	34	44	42
Putrajaya		67,964	< 1	4	2	2	2
Selangor		5,411,324	20	54	26	22	22
Negeri Sembilan		997,071	4	5	2	2	2
Penang	North	1,520,143	6	6	3	2	2
Kedah		1,890,098	7	2	1	-	-
Perlis		227,025	< 1	-	-	-	-
Perak		2,258,428	8	6	3	4	4
Johor	South	3,348,283	12	20	10	8	8
Melaka		788,706	3	5	2	3	3
Terengganu	East	1,015,776	4	4	2	2	2
Kelantan		1,459,994	5	4	2	1	1
Pahang		1,443,365	5	7	3	4	4
Labuan	Borneo Island	86,908	< 1	-	-	-	-
Sabah		3,117,405	11	15	7	8	8
Sarawak		2,420,009	9	6	3	2	2
Total		27,679,671	100	208	100	104	100

*Source: National Census 2010, Department of Statistics Malaysia

Demographic Profile

The participant profiles of the pre and post samples are shown in the table on the right. The sample had quotas on sex and age to ensure a distribution across the target participants. Around nine in ten (89%) are Malay Muslim. The majority (86%) have completed diploma, university or higher education and more than two third (76%) are employed.

Whilst the post sample only covers half of the participants in the pre stage, the two samples are very similar and are therefore also very comparable.

Profile	Baseline n=208 (%)	Impact n=104 (%)
Sex		
Male	50	49
Female	50	51
Age		
15-24	49	45
25-39	36	45
40-50	15	10
Ethnicity		
Malay	87	86
Bumiputera	13	14
Religion		
Muslim	89	89
Christian	10	10
Other	1	1
Education		
Middle school	1	-
High school	9	8
Vocational education	4	3
Diploma or higher	86	89
Main Activity		
Employed	76	75
Studying	14	17
Home duties	2	1
Unemployed looking for work	4	4
Other	3	3

Demographic Profile by DW Origin

There is a larger proportion of employers of Malay domestic workers in the age group of 15-24 years (65%), while more employers of overseas domestic workers were aged between 25-39 years (42%) and they are also more likely to be employed (82%).

No significant difference pertaining to ethnicity, religion and education were found.

Profile	Employer of Malay DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Sex		
Male	42	53
Female	58	47
Age		
15-24	65	41
25-39	24	42
40-50	11	17
Ethnicity		
Malay	85	88
Bumiputera	16	12
Religion		
Muslim	86	91
Christian	14	7
Other	-	2
Education		
Middle school	1	1
High school	11	8
Vocational education	9	2
Diploma or higher	79	89
Main Activity		
Employed	66	82
Studying	20	10
Home duties	4	2
Unemployed looking for work	7	3
Other	3	4

Economic Profile

Amongst those working there is good representation across different industries as well as different work positions. Because the sample is more representative of urban areas, there is a larger proportion of white collar workers. Socioeconomic status is also higher on average with around two-thirds within the socioeconomic class A and B.

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

Again, the two samples are not significantly different and comparable.

Profile	Baseline n=208 (%)	Impact n=104 (%)
Industry of Work		
Not working	24	25
Government	10	11
Manufacturing	10	13
Retail or wholesale	6	7
Finance	9	8
Transportation	2	2
Personal services	7	4
Electricity	2	2
Construction	6	8
Agriculture	2	3
Communication	2	4
Mining	1	-
Other	20	18
Work Position		
Not working	24	25
Manager	29	30
Supervisor	12	13
Office worker	19	19
Blue collar worker	5	3
Self employed	12	11
Socioeconomic Class		
SEC A – Better off	51	53
SEC B	12	18
SEC C	24	19
SEC D and E – Worse off	14	10

Economic Profile by DW Origin

In terms of economic profile, no significant differences pertaining to industry of work was found between employers of Malay and overseas domestic workers. However, when it came to work position and socioeconomic status, it can be seen that employers of overseas domestic workers are financially better off and tends to work in higher positions.

Profile	Employer of Malay DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Industry of Work		
Not working	34	18
Government	9	10
Manufacturing	6	12
Retail or wholesale	9	5
Finance	10	8
Transportation	4	2
Personal services	4	9
Electricity	1	2
Construction	1	8
Agriculture	-	3
Communication	3	2
Mining	-	2
Other	20	20
Work Position		
Not working	34	12
Manager	21	33
Supervisor	6	15
Office worker	21	18
Blue collar worker	9	3
Self employed	10	12
Socioeconomic Class		
SEC A – Better off	35	60
SEC B	10	12
SEC C	31	20
SEC D and E – Worse off	24	8

Employment Conditions (Pre stage only)

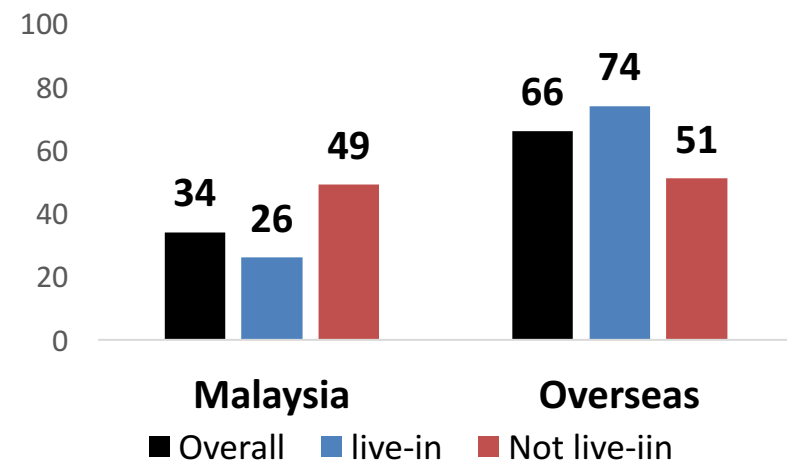
Country of origin, live-in status, entitlement, working hours, salary and relationship with domestic worker.

Country of Origin and Live-in Status

Country of Origin of Domestic Worker

Country of Origin	Baseline n=208 (%)
Myanmar	1
Vietnam	2
Indonesia	56
Philippines	2
Thailand	2
Other overseas	2
From Malaysia	34

Live-in or Not



More than half of participants (56%) hired Indonesian domestic workers, while around one third of domestic workers (34%) came from Malaysia. Only few hired domestic workers from other countries. More overseas domestic workers (74%) lived in their employers' house compared Malay ones (26%).

Entitlement to Domestic Workers

The vast majority of those who employ domestic worker stated that they provided sick leave on rest days (72%) and fair wages (69%), followed by reasonable working hours (65%), permission to make phone calls (64%), safe and clean workplace (62%) and understandable written work contract (61%). However, freedom for domestic workers to spend their free time was an entitlement that most employers don't provide as well as access to Wi-Fi.

Out of the 10 entitlements listed, employers provide between 5 and 6 entitlements on average.

Note: Paying a fair wage had no link to actually paying the minimum wage or higher. Hence, paying a fair wage is what employers in their own mind consider to be fair.

Entitlement to domestic workers	Baseline n=208 (%)
Rest days if domestic worker is sick	72
Fair wages	69
Reasonable working hours	65
Allowed to make phone calls	64
A safe and clean workplace	62
A written work contract which domestic worker fully understood	61
One day off every 7 days	53
Own private bedroom	51
Freedom to decide how and where to spend their free time	44
Access to Wi-Fi internet	27
None	3
Avg. no. of entitlements provided	5.6

Entitlements by Employer Status

Comparing those who employ Malay domestic workers to overseas ones, there is significantly difference in entitlements provided. More employers of overseas domestic workers provided entitlements regarding sick leave on rest days (78%), fair wages (77%), reasonable working hours (68%) and permission to make phone calls (69%), safe and clean workplace (67%), a written work contract (72%) and private bedroom compare (66%) with employers of Malays domestic workers.

Average number of entitlements are higher for employers of overseas migrants (6.3) compared to those who employed Malays (4.5).

	Baseline	
Entitlement to domestic workers	Employer of Malay DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Rest days if domestic worker is sick	59	78
Fair wages	54	77
Reasonable working hours	59	68
Allowed to make phone calls	55	69
A safe and clean workplace	51	67
A written work contract which domestic worker fully understood	39	72
One day off every 7 days	52	54
Own private bedroom	23	66
Freedom to decide how and where to spend their free time	38	47
Access to Wi-Fi internet	25	28
None	4	2
Avg. no. of entitlements provided	4.5	6.3

Age of Domestic Worker

Age of domestic workers

Age	Baseline n=208 (%)
Below 15 years	2
15 to 17 years	1
18 to 25 years	26
26 or over	64
Don't know	7

**Age of domestic workers
by DW origin**

	Baseline	
Age	Employer of Malay DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Below 15 years	4	1
15 to 17 years	3	-
18 to 25 years	30	25
26 or over	45	74
Don't know	18	1

More than half (64%) claimed that their domestic worker was aged 26 years or older, while around one in forth (26%) hired domestic workers aged between 18 to 25 years. Cases of child labor did exist and even if only 3 percent overall, that represents several thousand workers in Malaysia alone. Overseas domestic workers were on average older compared to those from Malaysia.

Work Hours Per Day

Work hours per day

Work hours/ day	Baseline n=208 (%)
Less than 8 hours per day	21
8 - 10 hours per day	51
11 - 13 hours per day	20
14 - 15 hours per day	4
16 hours per day or more	3

Work hours per day by DW origin

Work hours/ day	Employer of Malay DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Less than 8 hours per day	30	17
8 - 10 hours per day	56	48
11 - 13 hours per day	11	25
14 - 15 hours per day	-	7
16 hours per day or more	3	4

Some 51 percent of employers claimed that their domestic worker normally worked around for 8-10 hours per day and around one in five indicated that their worker worked less than 8 hours (21%) or between 11-13 hours per day (20%). Overseas domestic workers may on average work longer hours and could be explained by the fact that most of them are live-in.

Salary

Salary of domestic workers

Salary of domestic workers	Baseline n=208 (%)
Less than 31 MYR / day or 920 MYR / month	25
31 – 34 MYR / day or 920 to 1000 MYR / month	46
Over 34 MYR / day or 1000 MYR / month	26
Don't know	4

Salary of domestic workers by DW origin

Salary of domestic workers	Employer of Malay DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Less than 31 MYR / day or 920 MYR / month	23	26
31 – 34 MYR / day or 920 to 1000 MYR / month	41	49
Over 34 MYR / day or 1000 MYR / month	28	24
Don't know	9	2

Some 25 percent of employers paid their domestic worker a salary that was below the minimum wage, meaning it was below 31 – 34 MYR / day or 920 to 1000 MYR / month. No significant difference was found between overseas and Malay domestic workers.

Relationship with Domestic Worker

Relationship with domestic worker

Relationship	Baseline n=208 (%)
Very good	38
Good	56
Average	7

Relationship with domestic worker by DW origin

	Baseline	
Relationship	Employer of Malaysia DWs n=71 (%)	Employer of overseas DWs n=137 (%)
Very good	31	41
Good	56	55
Average	13	4

More than half (56%) of the employers claimed that they had a good relationship with their worker and around two in five (38%) said that they had a very good relationship. No one indicated to have a poor relationship with their worker. More employers of overseas domestic workers (41%) said they had a very good relationship with their domestic worker.

Exposure to News on Domestic Workers

Exposed to news about domestic workers, trusted information source, awareness of human trafficking and understanding of human trafficking

News Exposure on Domestic Workers

Exposed to News about Domestic workers by employment of domestic worker

Base: All participants

Exposed to news about Domestic workers	Baseline n=208 (%)
Yes	89
No or don't remember	12

On average, the vast majority (89%) has had exposure to news about domestic workers in Malaysia. News about domestic workers being abused or exploited in Malaysia was found to be the most common issue reported in the news (73%) followed by news on domestic worker being abused abroad (46%) and domestic worker's rights (39%).

This news about

Base: Those exposed to news

About	Baseline n=184 (%)
Domestic worker being abused/exploited in Malaysia	73
Domestic workers working abroad being abused/exploited	46
Domestic worker rights	39
Positive contributions that domestic workers bring to society or the family they are working for	32
Domestic workers advocating for their rights	25
Others	9

Trusted Information Sources

News and media report was indicated as the most trusted information source for information about domestic workers (72%), followed by internet (50%) and local government authorities (40%). Participants on average have had access to around 2-3 sources of information that they trust.

Information Source

Information sources	Baseline n=208 (%)
News and media reports	72
Internet	50
Through local government authorities	40
Through friends	38
TV documentary or other programs	37
NGOs	24
None	2
Average number of sources	2.6

Awareness of Human Trafficking

Level of Awareness

Base: All participants

Level of awareness	Baseline n=208 (%)
Never heard about it	6
Have not heard much about it	8
Yes, I have heard about it but I'm not very familiar with it	47
Yes, I'm quite familiar with this subject	39

Most have heard about human trafficking but many (47%) are not really familiar with the topic. News and media report (90%), the internet (79%) and TV documentaries (71%) were identified as the most common sources. Those aware have on average heard about human trafficking from four to five separate media sources.

Source of awareness

Base: Those aware of human trafficking

Source of awareness	Baseline n=178 (%)
News and media report	90
Internet	79
TV documentaries or other programs	71
Films	39
Local government authorities	33
Police	29
Through family or friends	29
Posters, leaflets or brochures	25
NGOs	25
Public service announcements	19
Books	17
Community event, festival, show etc.	13
Job agency or broker	8
Average number of media sources	4.8

Understanding of Human Trafficking

Statement	Meaning	Baseline n=178 (%)
Someone who has left their country and has crossed a border without a valid visa or passport	Irregular Migration	9
Someone who has left their country because their life was in danger	Refugee	1
Someone who left or was taken away from their country or community and tricked or forced to do a job in which they were exploited	Human Trafficking	80
Someone who is assisted to cross borders without the correct documentation in exchange for money	People Smuggling	8
Not sure	-	2

Some four in five employers (80%) understand the correct definition of human trafficking. However, some confuse it with irregular migration (9%) and people smuggling (8%).

Campaign Execution (Post stage only)

Effective reach of the Open Doors campaign and respondents rating it in terms of achieving its communication objectives.

Evaluating Communication Objectives

- ▶ The communication objectives of the Open Doors campaign 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 the campaign.
- ▶ Respondents watched the video before being asked to rate it.
- ▶ It needs to be pointed out that this test was not meant to test the creative execution per se, but to gain some qualitative insights into how people in the target audience reacted towards the video and its message.

Objective	Communication Strategy & Execution
Effective Reach	Mass media through television supported by social media
Brand Attribution	The video features the IOM X and USAID logos
Processing Tactics	<ul style="list-style-type: none"> • Using celebrity associated with program for regional appeal, especially in Indonesia, Malaysia and Singapore. • Using romance and humor to appeal to a broader audience. • Humanize the character of the domestic worker(s), without making them objects of pity.
Awareness Objective	<p>To be aware that exploitation of domestic workers can happen in the ASEAN region.</p> <p>To be aware that domestic workers need a day off every week as well as other entitlements.</p>
Attitude Objective	To make people feel more appreciative of the work domestic workers do.
Action Objective	<p>To encourage employers to have a positive relationship with their own domestic workers.</p> <p>To encourage people who employ domestic worker to give their domestic workers a weekly day off.</p>

The Open Doors Video

In 2016, IOM X produced a long form video called Open Doors. It aimed to encourage the adoption of better practices to reduce exploitation and to raise awareness of domestic worker exploitation amongst employers of domestic workers. The video consisted of three separate drama stories of domestic workers in different countries including Singapore, Malaysia and Thailand.

Respondents were exposed to the video online via online streaming.

To measure effective reach, respondents were also asked if they had ever seen the video before.



Summary Result

- ▶ A number of questions were developed to gain an insight into the execution of Open Doors' 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 Employer Status

Base: All participants

Exposed to this video about Domestic workers	Total n=104 (%)	Employer of Malay DWs n=29 (%)	Employer of overseas DWs n=75 (%)
Yes	32	24	35
No or don't remember	68	76	65

Nearly one third (32%) had seen the Open Doors video prior to the evaluation. Reach was found to be somewhat higher amongst employers of overseas domestic workers (35%) compared to those who hired Malay domestic workers (24%). Those who had seen the IOM X's 24-minute video were also asked where they had seen it. YouTube (85%) and Facebook (61%) were the media with the highest reach.

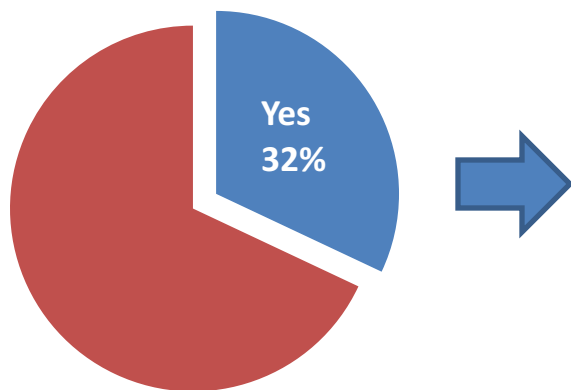
Media Source

Base: Those reached

Source of Exposure	Total n=33 (%)
Vimeo	6
YouTube	85
Facebook	61
Other online site	15
Other	12
Can't remember	6

Effective Reach & Brand Attribution

Effective Reach



Brand Attribution

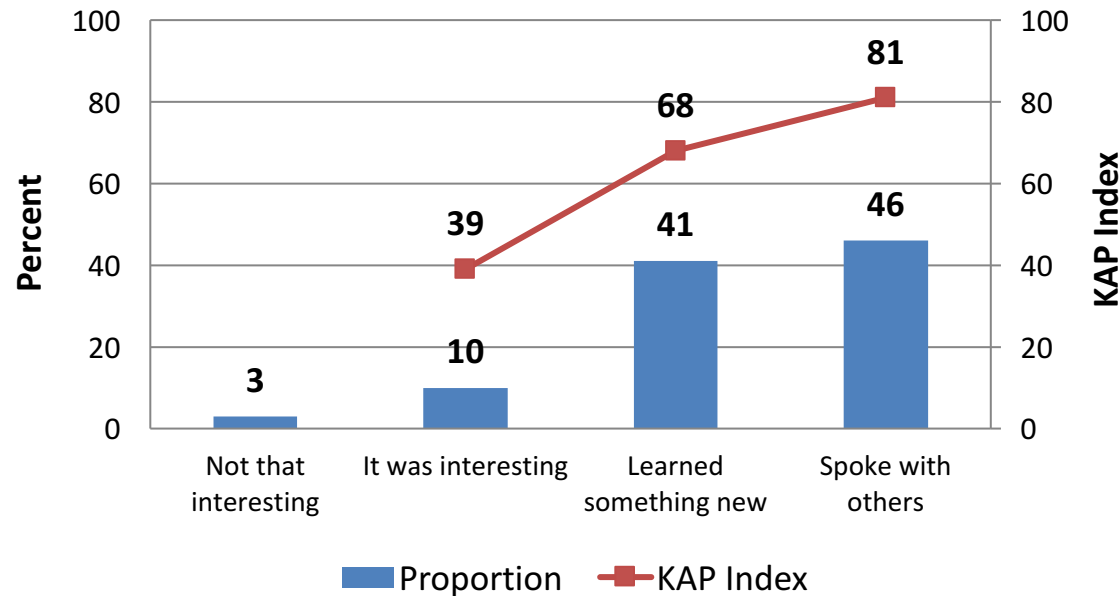
(Base: Those reached)

Source of Exposure	Total n=33 (%)	Employer of Malay DWs n=7 (%)	Employer of overseas DWs n=26 (%)
United States Government	12	-	15
IOM X	33	29	35
Malaysian Government	39	57	35
Don't know	15	14	15

The Open Doors video was initially shown un-branded and those who claimed to have seen it were asked to state which organization put out the video. Of those who had seen the IOM X's 24-minute video, 33 percent could correctly link it to the IOM X brand.

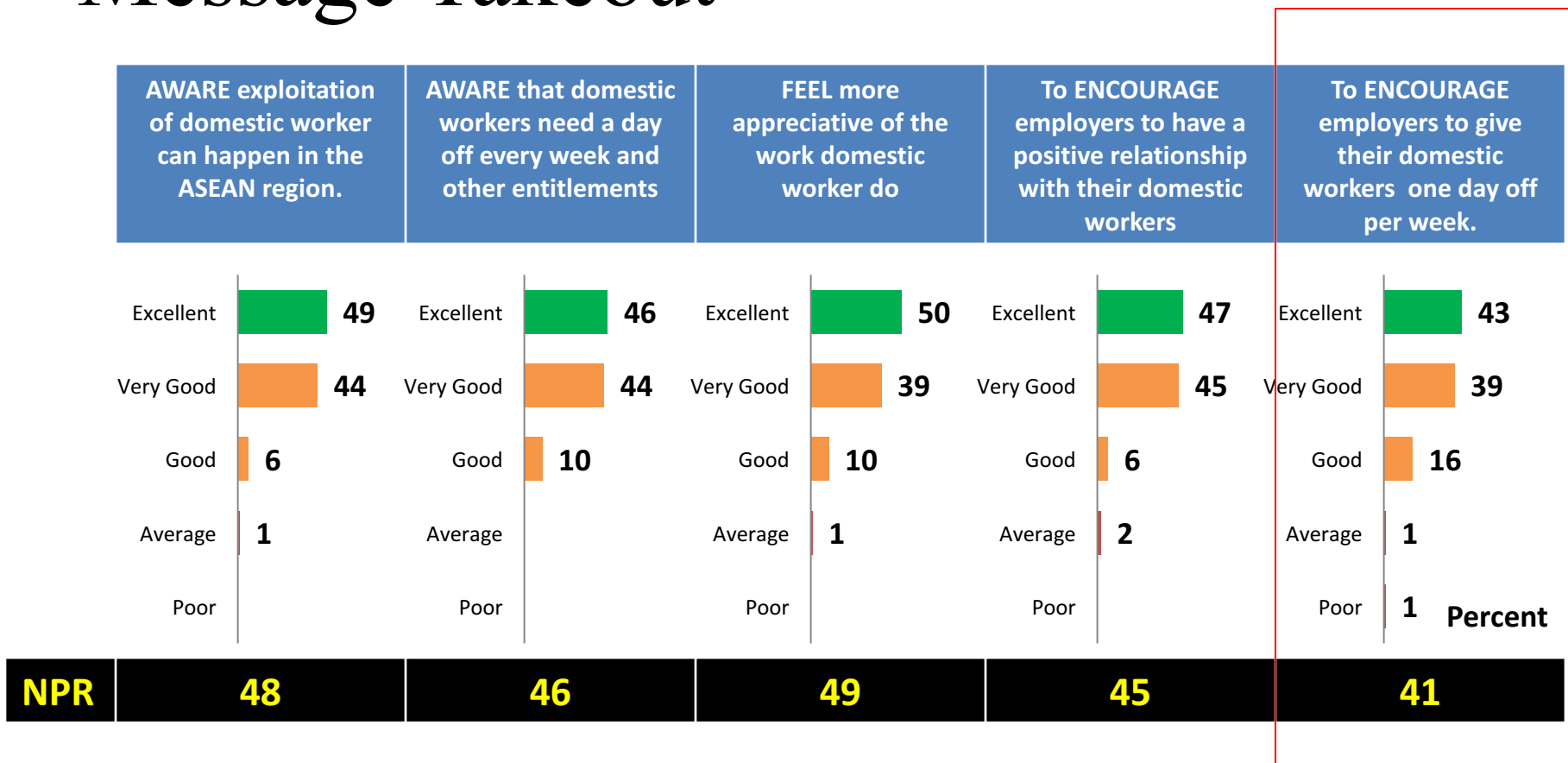
Extent of Processing

Immediate reaction after seeing the Open Doors video



Processing relates to the extent to which Open Doors caught people's attention and processed the message. Some 81 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (41%) and some also spoke to others about the issue (46%). Not surprisingly, processing also had a direct relationship with impact (i.e. the KAP Index). The higher the level of processing, the higher the KAP Index.

Message Takeout



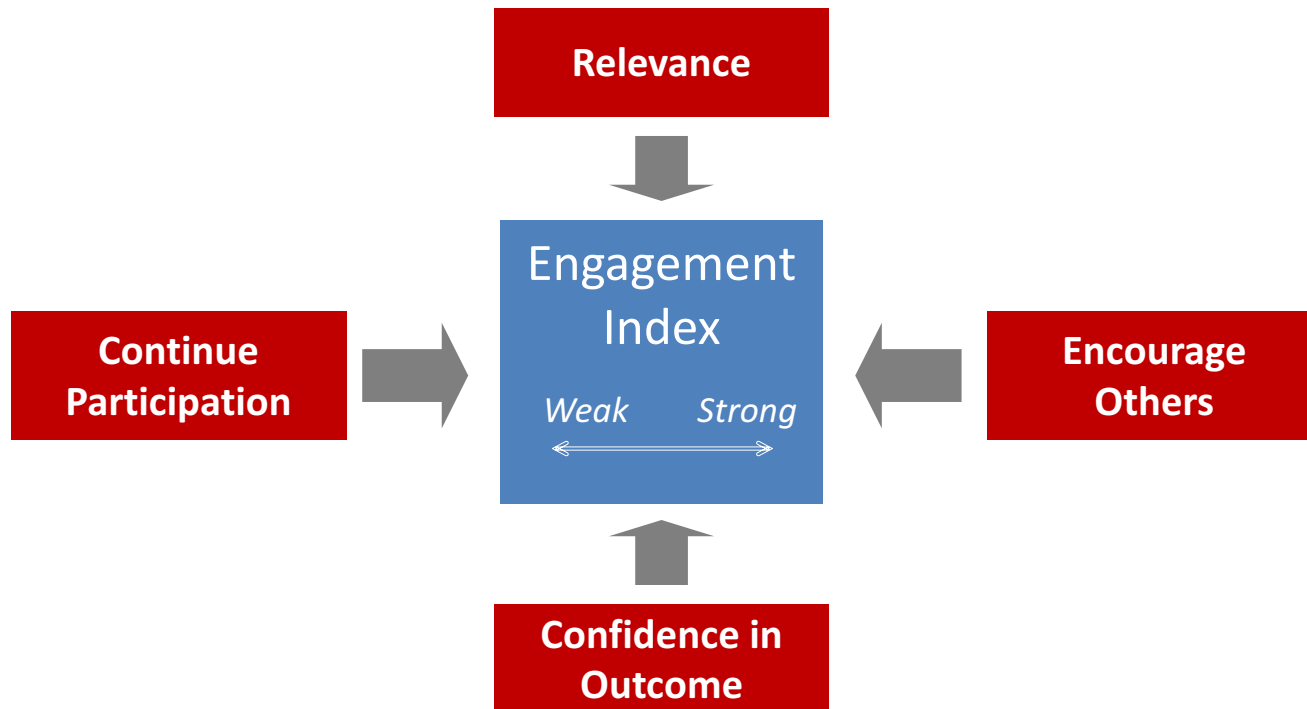
Respondents also rated Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform well, all but one had an NPR of 45 or higher. In terms of encouraging employers to give their domestic workers a weekly day off, performance was rated slightly lower with an NPR of 41. This may not be surprising given that around half of employers did not provide this entitlement.

Engagement Measurement

The engagement index is used to examine the extent to which participant engagement varies between different segments and regions.

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 along four distinct dimensions including: 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. This provides a more robust measure of engagement.



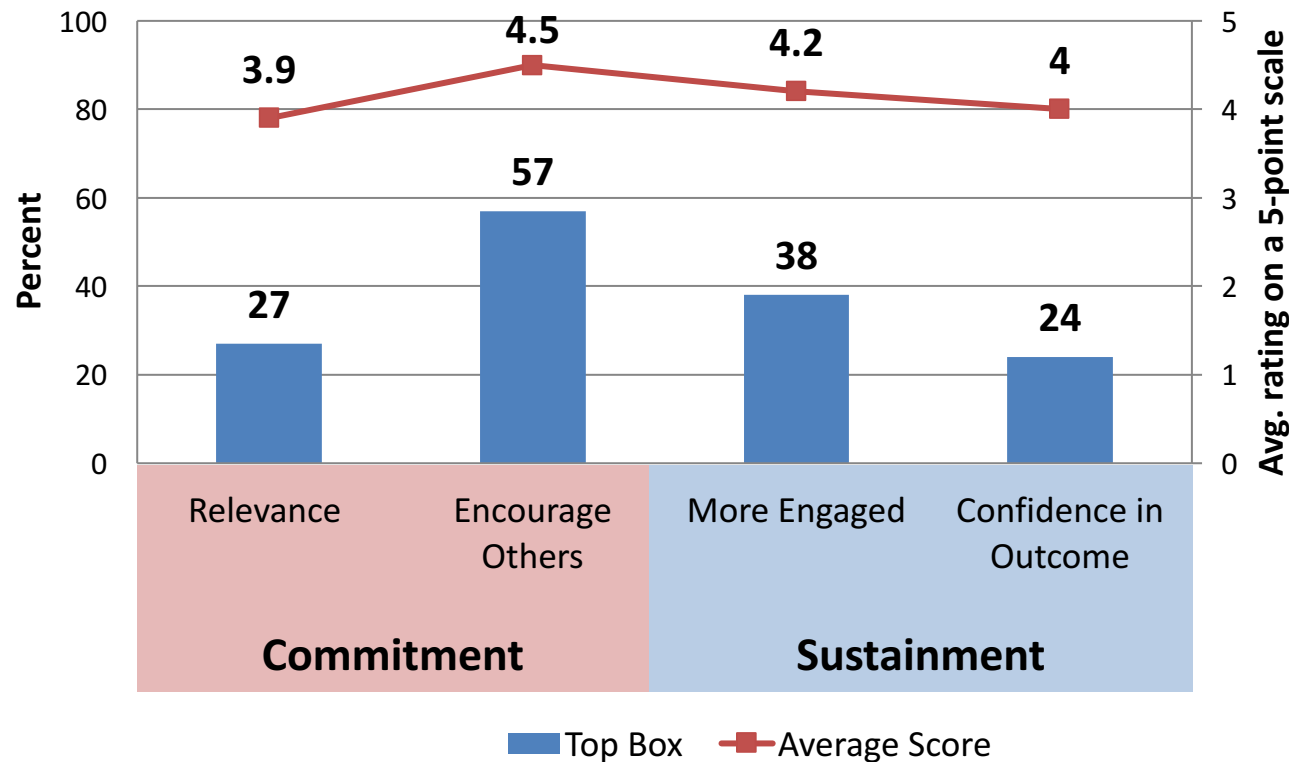
Four Simple Questions

1. How **relevant** is the issue of protecting domestic workers from exploitation to people like you?
2. Would you **encourage** others to watch this video?
3. After watching the video do you think people will be more mindful of how they **treat** domestic workers in Malaysia?
4. How **confident** are that this video can make a difference in terms of preventing the potential exploitation of domestic workers in Malaysia?

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

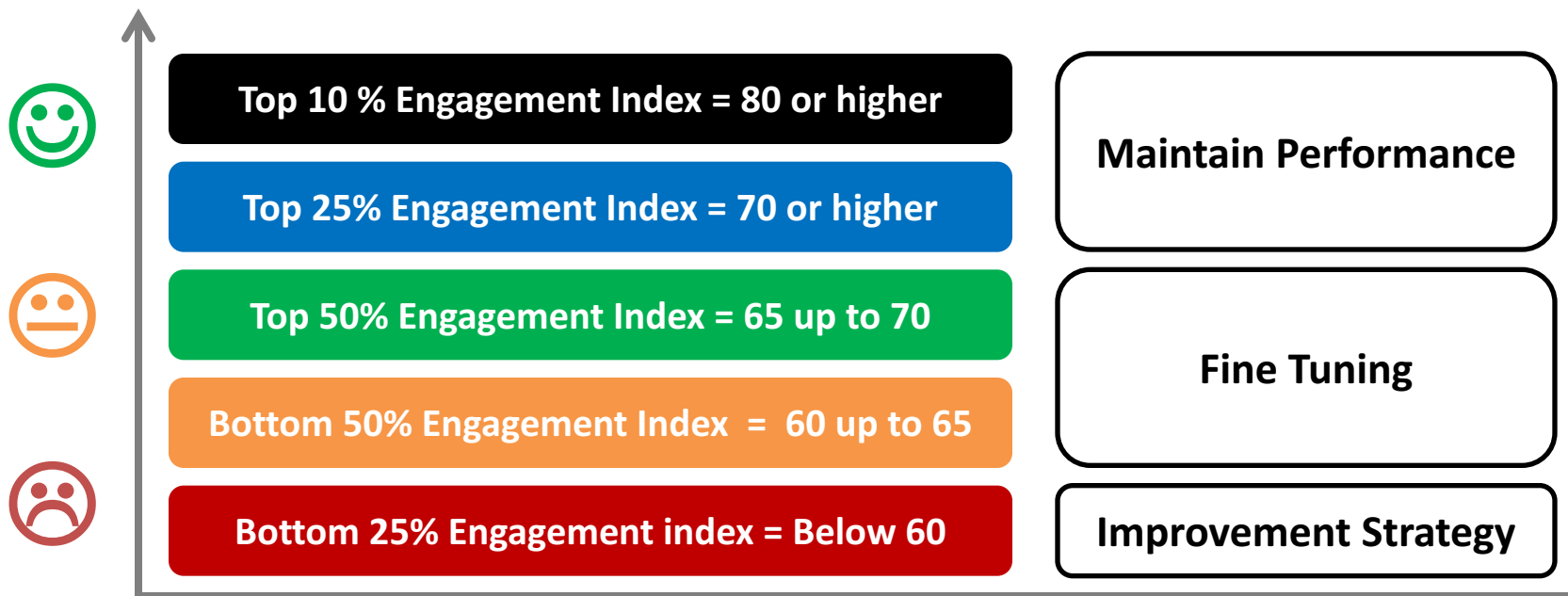
Individual Dimension Scores

Overall, top box scores (those rating Open Doors as 'Excellent') were relatively high indicating there was interest in the issue of domestic workers in Malaysia amongst employers. Top box scores were higher for 'Encourage Others' (57%) and 'More Engaged' (38%) and shows there is both some level of commitment and potential for sustainment. However, 'Relevance' and 'Confidence in Outcome' scored relatively lower.

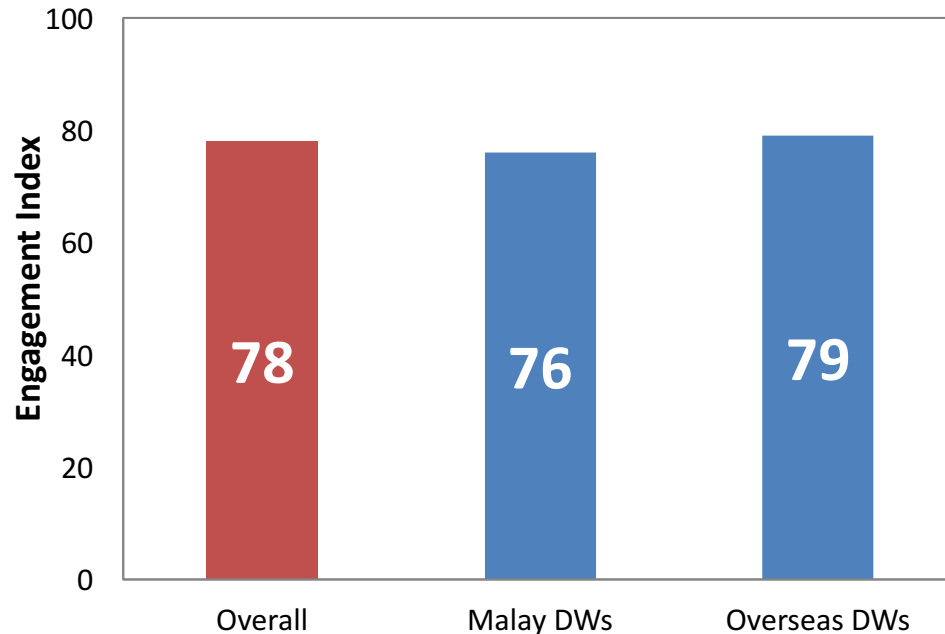


Benchmarking & Performance Tiers

- ▶ 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 Open Doors



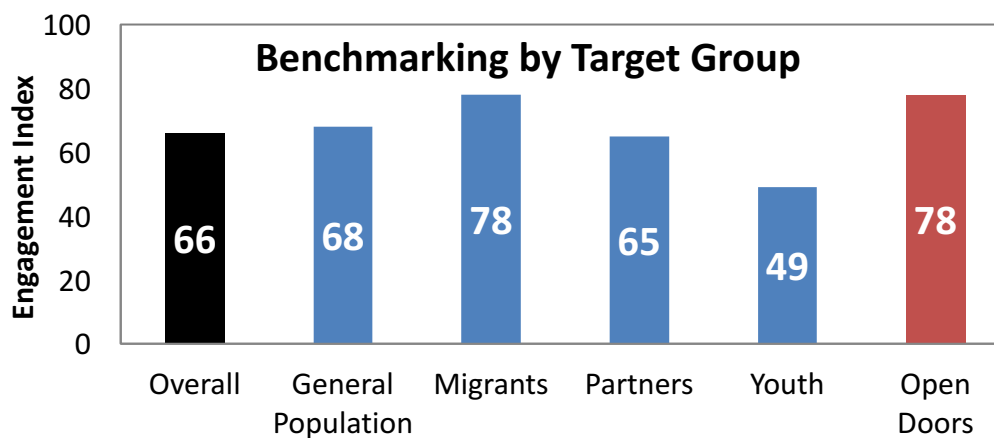
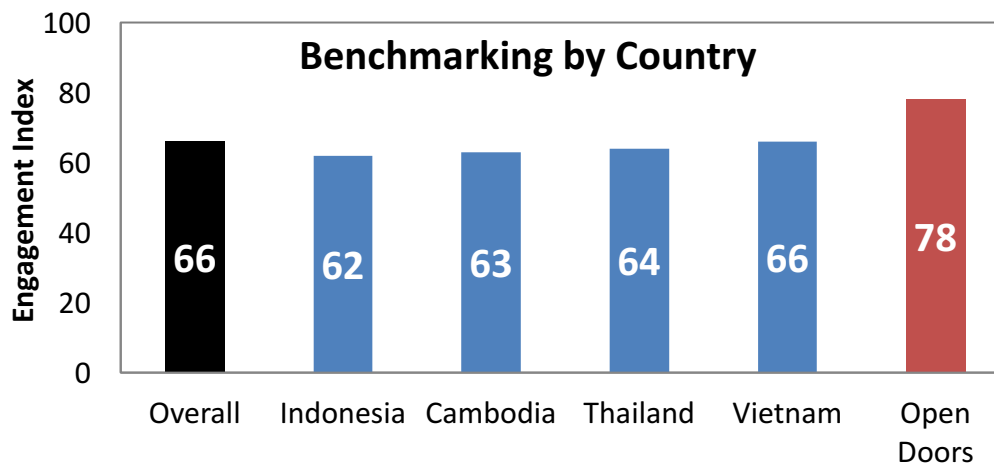
With an index of 78, Open Doors is in the Top 25% compared to other interventions measured in the past.

With an index of 78, Open Doors is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the strong performance of Open Doors. Employers of overseas domestic workers were on average somewhat more engaged with an index of 79 versus 76 for Malay domestic workers.

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, Open Doors performs better than both other country benchmark and the target group benchmark for general population (68).



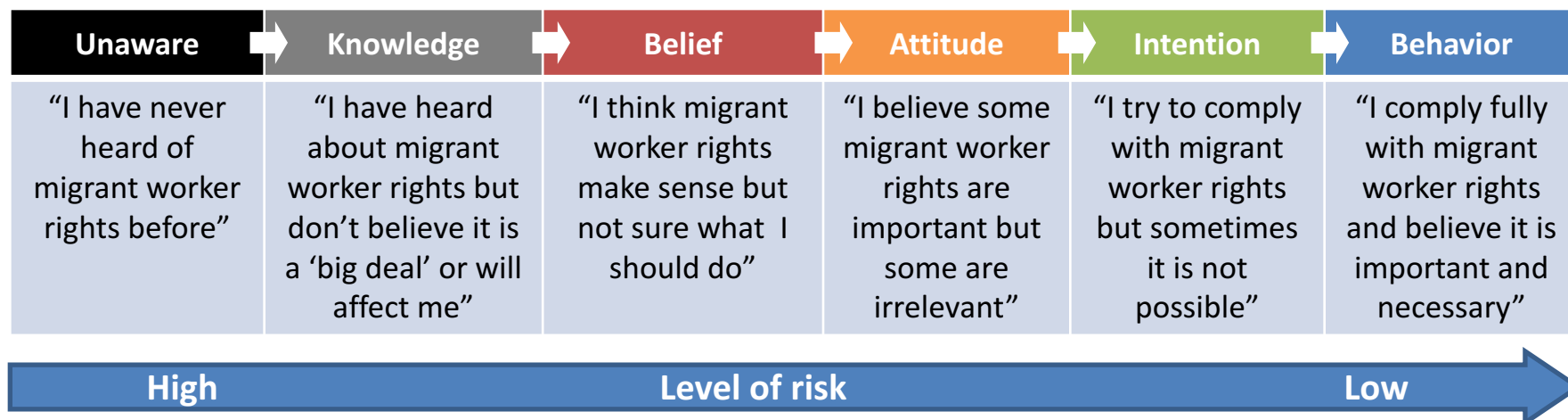
Evaluation Framework in Perspective

KAP Score® is proven evaluation framework based on popular behaviour change theory

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.

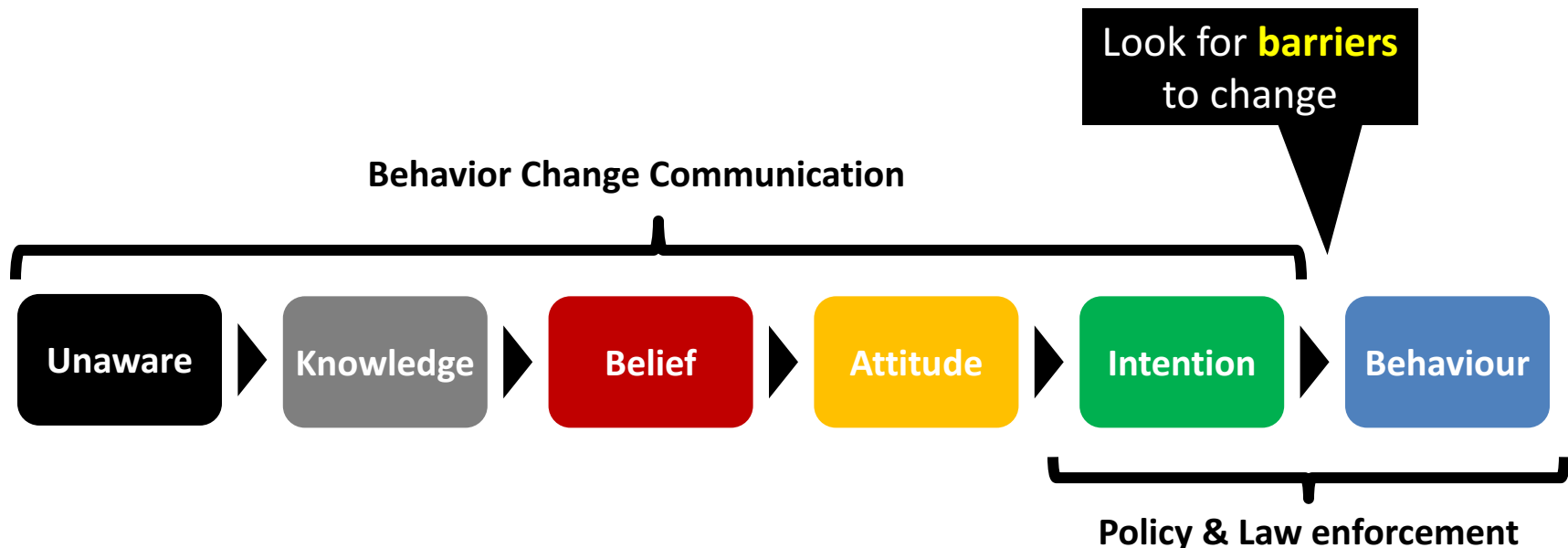
Based on this theory, Rapid Asia uses a proven model (i.e. KAP Score®) that is able to replicate the behavioral change journey and identify at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can make a contribution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



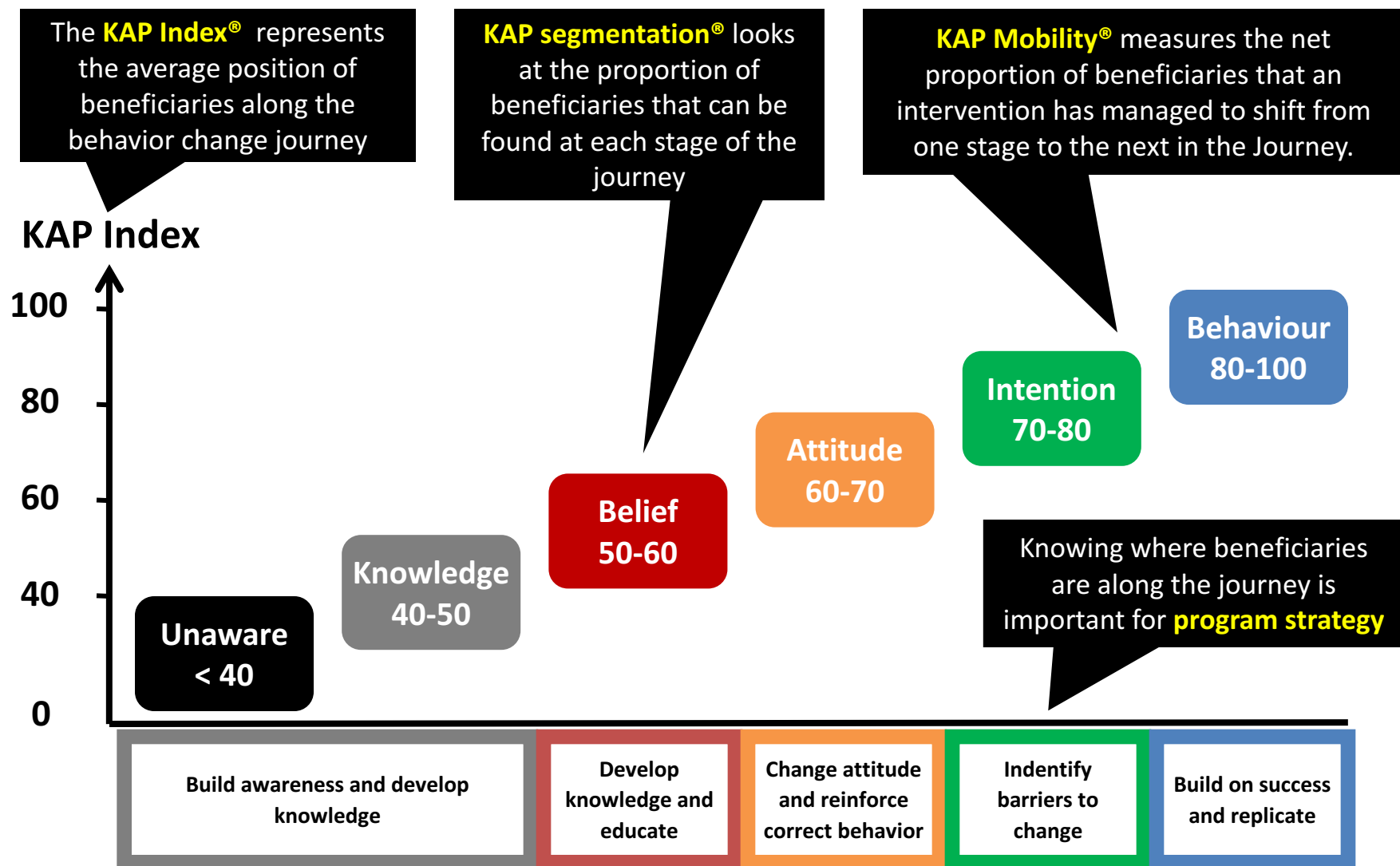
Communication & Policy go Hand in Hand

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.



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 baseline and impact study are 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

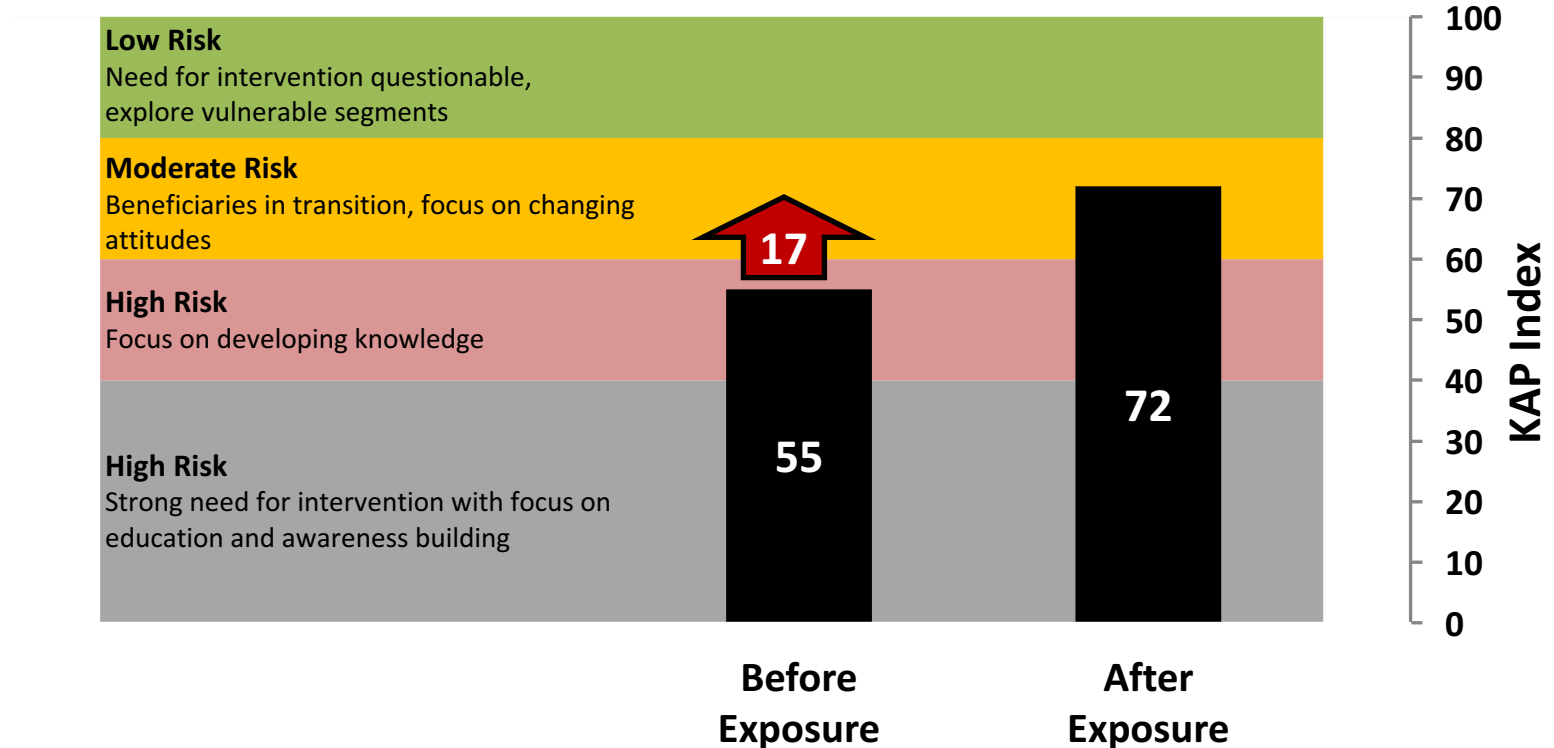
The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the client. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions have been formulated in the context of 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
Knowledge	<p>Minimum wage of domestic workers is 31-34 MYR/day or 920-1000 MYR/month</p> <p>Domestic workers are entitled to have fully paid rest days if they are sick</p> <p>Domestic workers are entitled to at least one full day off per week</p> <p>Minimum wage should be set by Malaysia law for laborer or higher</p> <p>Domestic workers are entitled to fair working hours</p>
Attitude	<p>Exploitation of domestic workers is not a big issues in this country</p> <p>A live-in domestic worker should be available to work at any time</p> <p>Domestic migrant workers don't deserve the same salary as Malaysian domestic workers</p> <p>People I know don't really care if domestic workers are mistreated</p> <p>When a domestic worker is mistreated it is usually because they did something wrong that deserves punishment</p>
Behavior (practice)	<p>Reporting suspicious employer who exploits his/her domestic worker</p> <p>Seek information about domestic workers' rights</p> <p>Telling friends about positive contribution from domestic worker toward my family</p> <p>Advise friend who is about to hire domestic worker</p> <p>Advise friend if domestic worker asks for job contract</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.



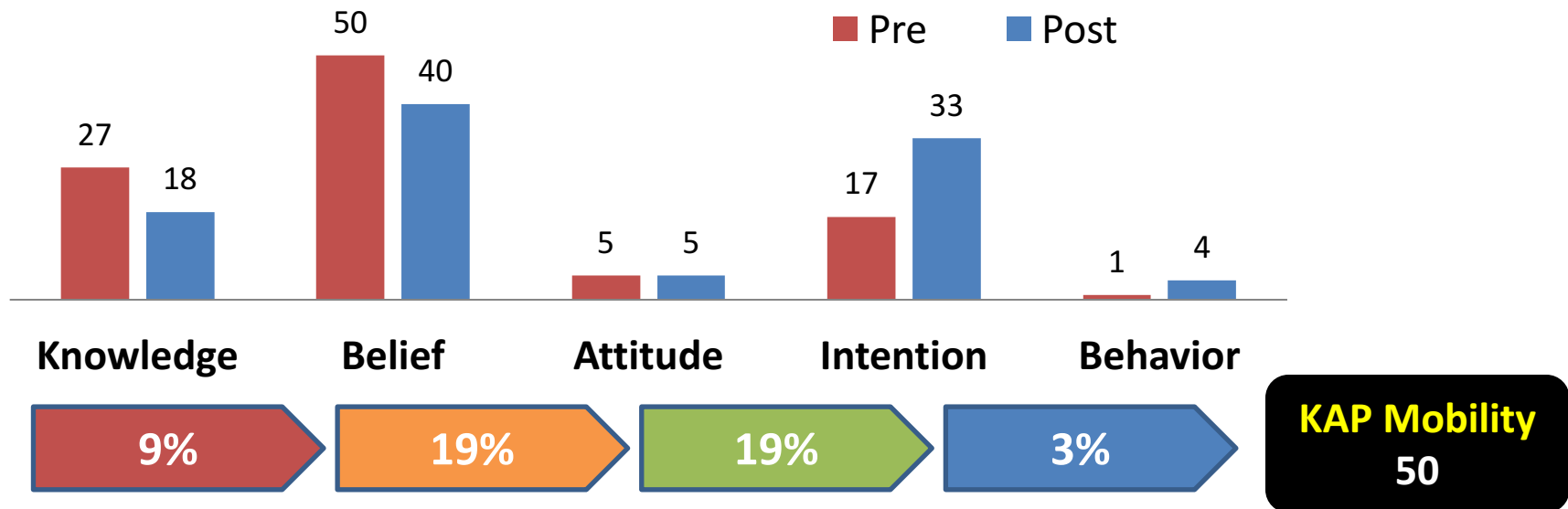
Impact KAP Result

Impact measures 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 Open Doors, 9% shifted out of the Knowledge segment into the Belief segment and 19% went from Belief to Attitude. A further 19% have shifted into Intention and 3% into the Behavior stage. This indicates good impact, especially in terms of educating people about domestic worker's rights.

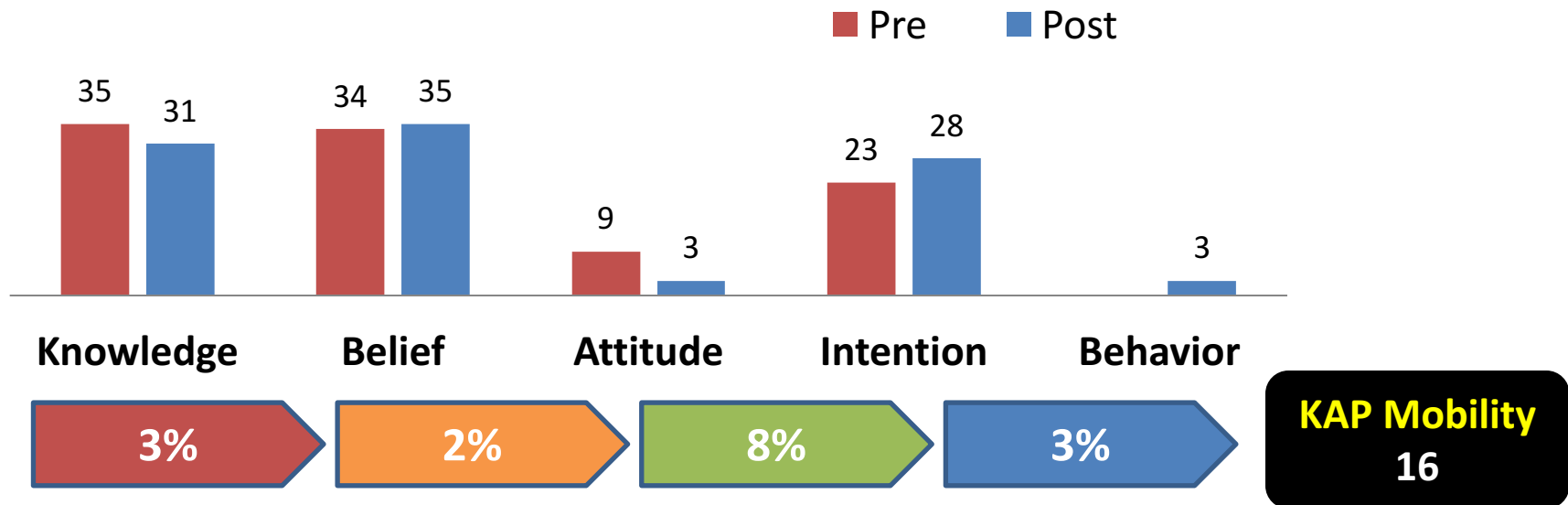
Taking all shifts into account the total KAP Mobility score was 50, meaning that 50 out of 100 employers shifted up one stage in the journey on average after being exposed to the Open Doors video.



KAP Segmentation & KAP Mobility

Malaysian DWs

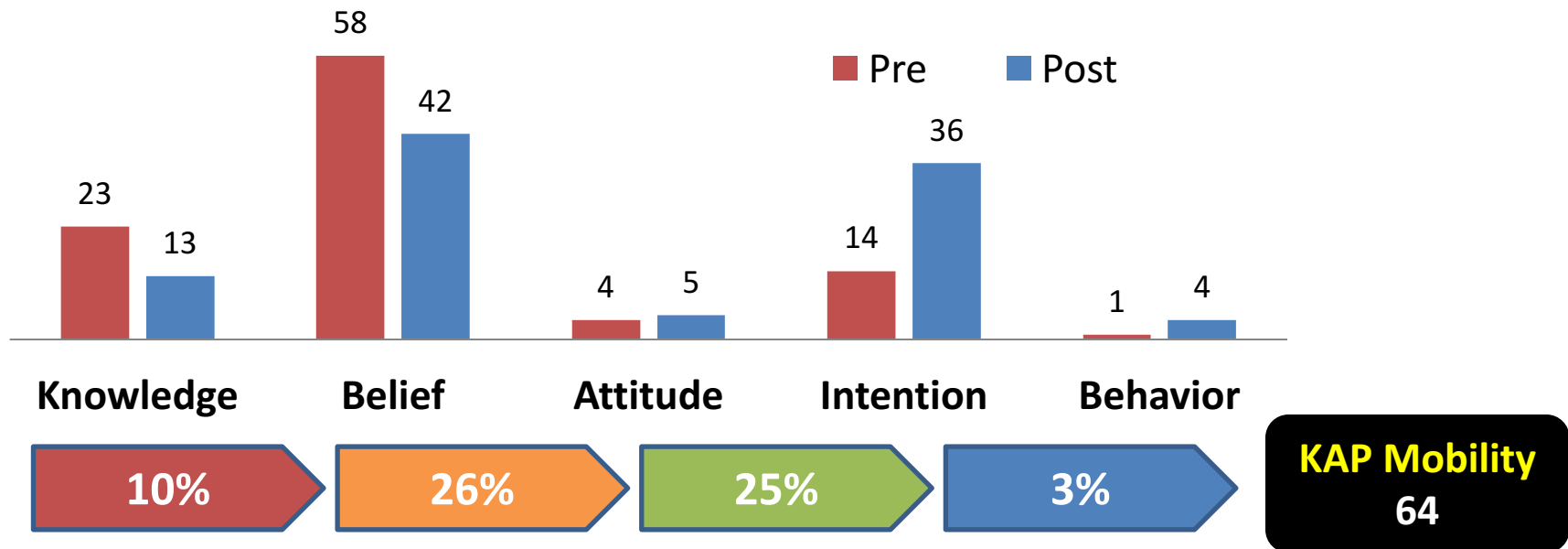
Among employers of Malay domestic workers after exposure to Open Doors, the KAP segmentation showed 3% shifted out of the Knowledge segment into the Belief segment and 2% went from Belief to Attitude. A further 8% have shifted into Intention and 3% into the Behavior stage and the total KAP Mobility score was 16.



KAP Segmentation & KAP Mobility

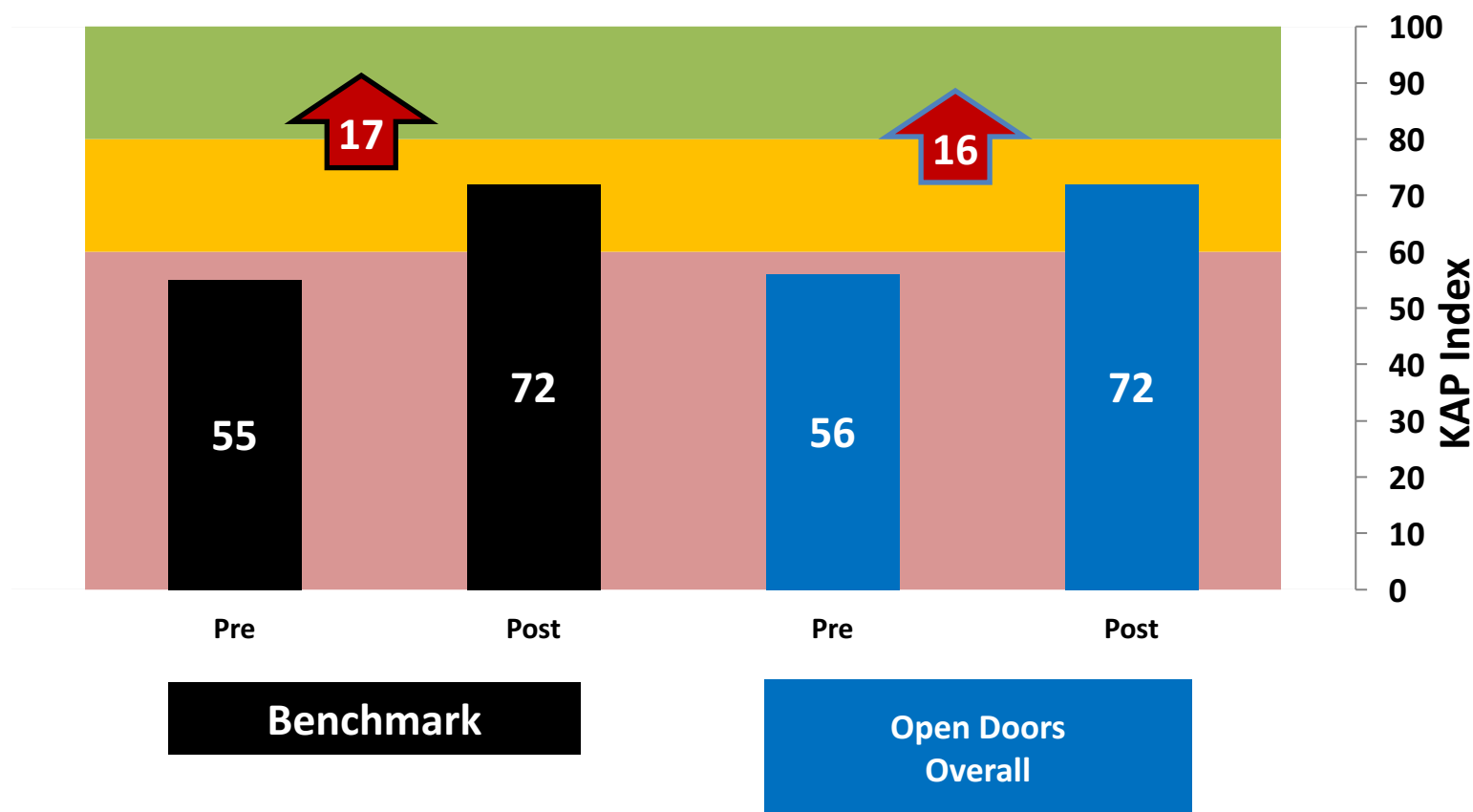
Overseas DWs

As for KAP Segmentation among overseas domestic workers after exposure to Open Doors, it can be seen that 10% shifted out of the Knowledge segment into the Belief segment and 26% went from Belief to Attitude. A further 25% have shifted into Intention and 3% into the Behavior stage, with the total KAP Mobility score of 64.

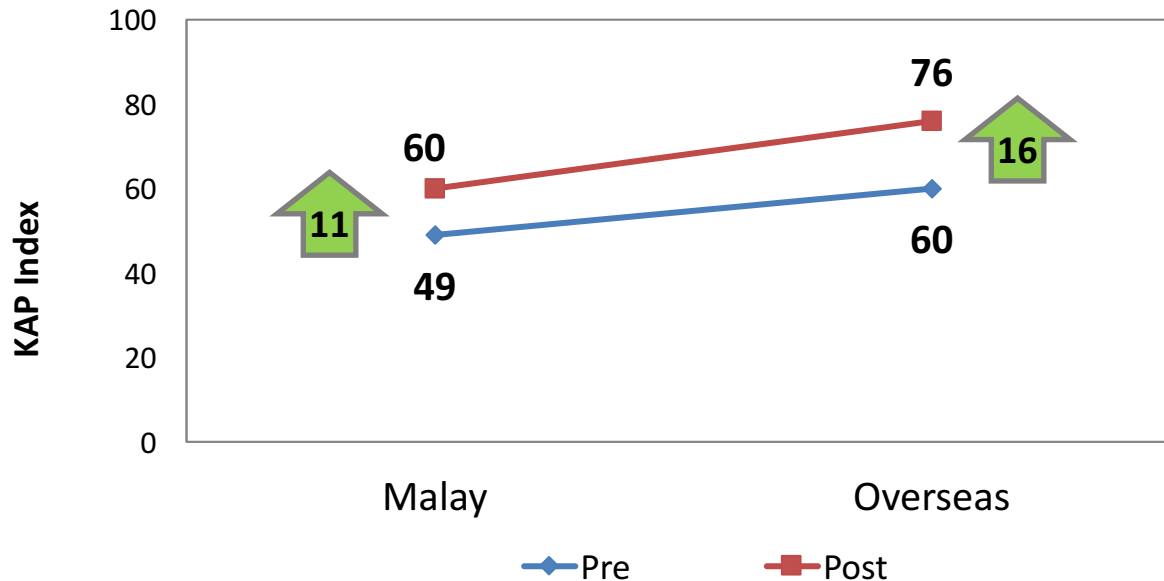


KAP Index Benchmarking

Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index. Open Doors achieved an average shift of 16 points on the KAP Index.

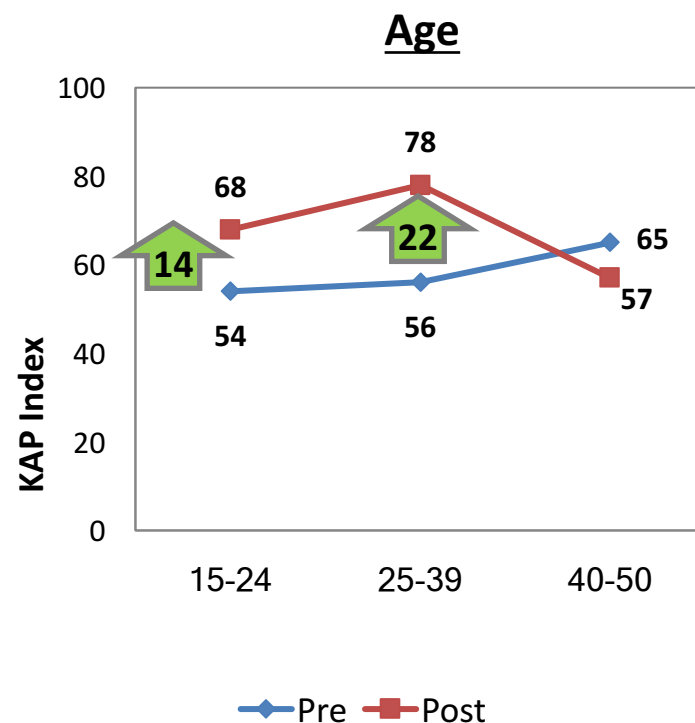
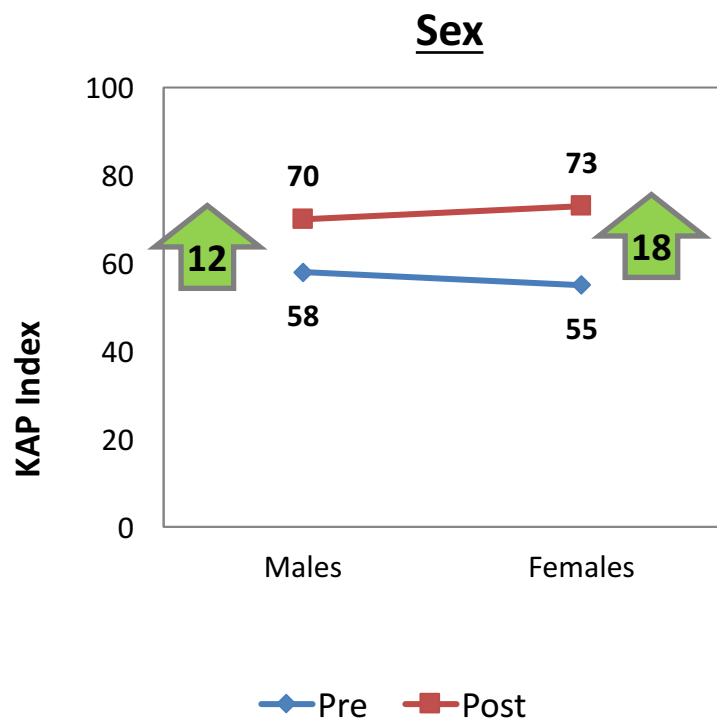


KAP Index by Domestic Worker Origin



Employers of overseas domestic workers had a higher KAP Index than those who hired Malay domestic workers. It is interesting to note that the impact of Open Doors video was also significantly higher amongst employers of overseas domestic workers (16 over 11). It is likely that employers may have felt Open Doors was more relevant to them given that it features overseas domestic workers as opposed to domestic ones.

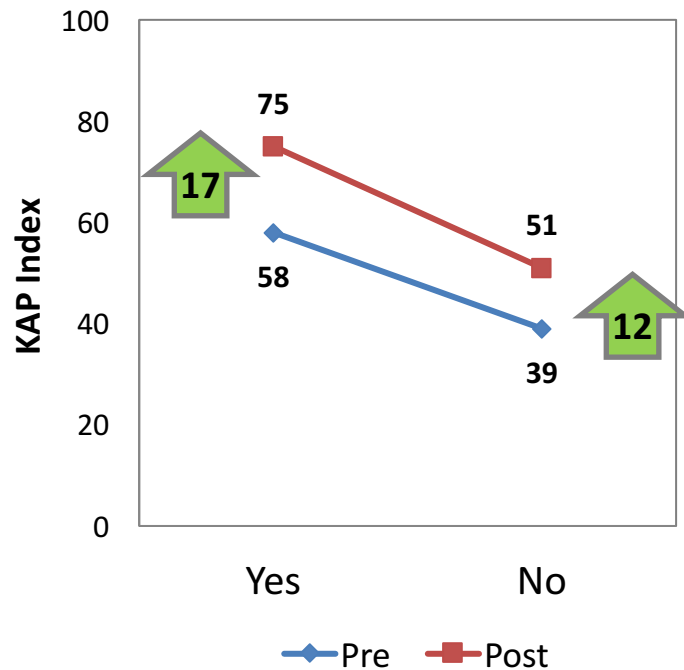
KAP Index by Demographics



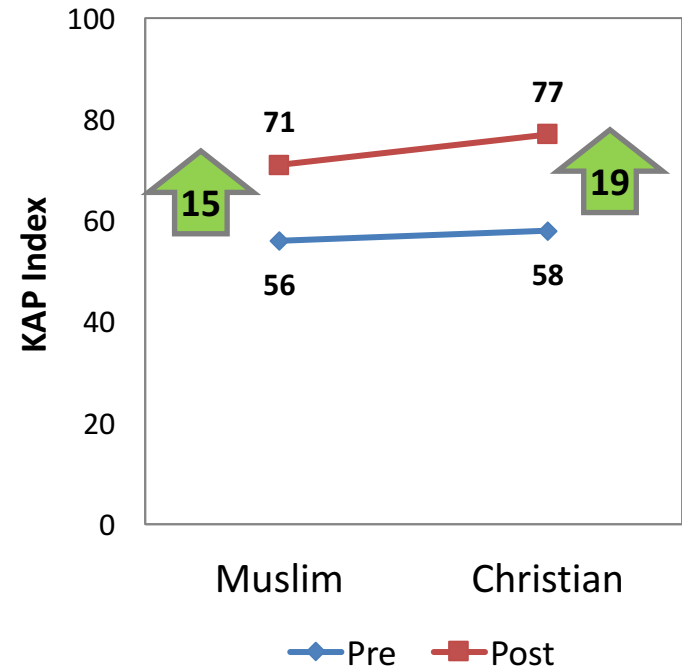
Males were found to have slightly higher KAP Index than females. The KAP Index was also lower for younger age groups. The highest KAP Index was found in the 40-50 year age group in the pre-stage. Again, impact has been achieved uniformly for males and females and across different age groups, except those in the 40-50 year age group where a negative shift was seen indicating the video may not be appropriate for an older audience. The sample of older people is however too small to make any assertive conclusions.

KAP Index by Demographics

Been Exposed to News

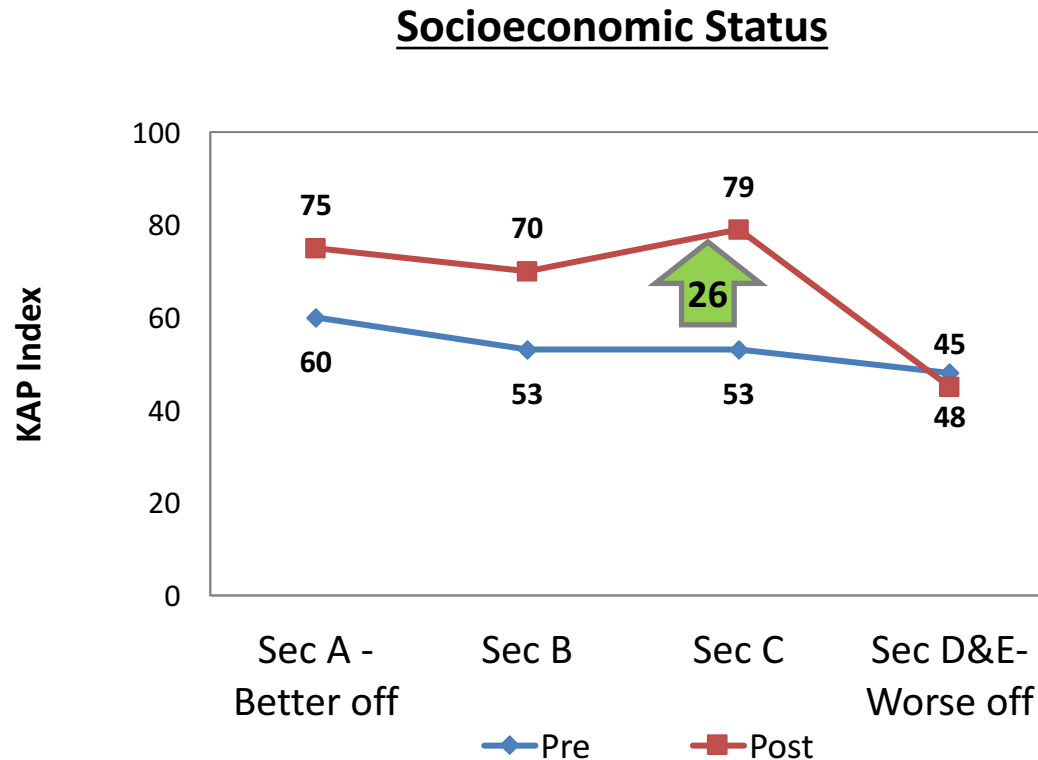


Religion



People who were exposed to news about domestic workers in Malaysia had a higher KAP Index than those who had not been exposed to such news. This shows that experience and exposure to information potentially contributed to a better understanding about domestic worker rights as well as being more appreciative of the Open Doors campaign. Christian employers had somewhat higher KAP Index than Muslim employers and were also more receptive to the campaign.

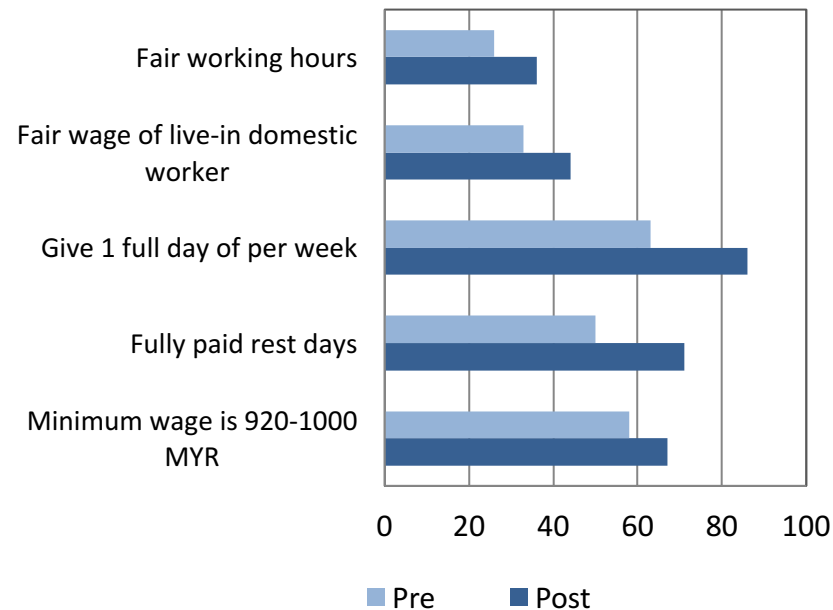
KAP Index by Socioeconomic Status



Being better off financially was associated with a higher KAP Index and is consistent with past studies who have found similar relationships. The highest shift was found amongst those in socioeconomic class C. Those who were in the lowest socioeconomic levels did not show any positive shift, indicating the Open Doors campaign may not be appropriate for this audience.

Knowledge

Proportion of People who are aware

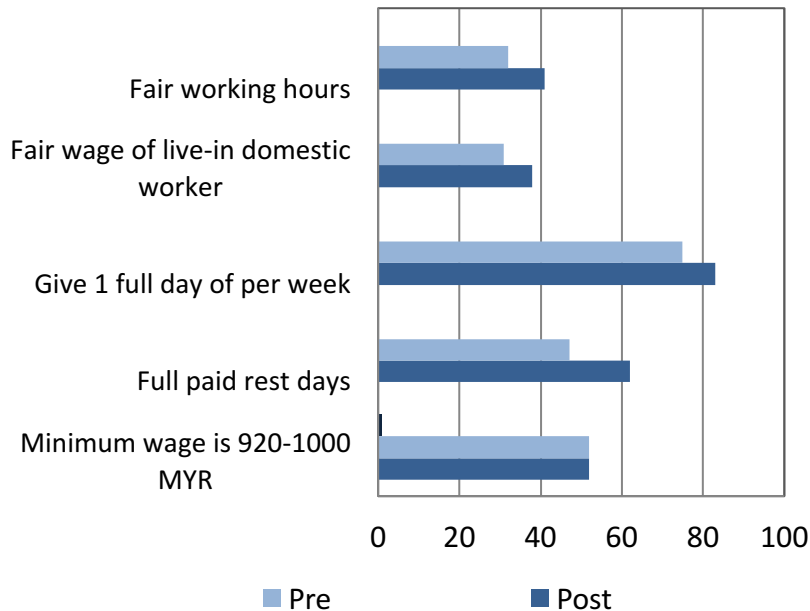


Knowledge levels were on average low to average at the pre stage. They were with respect to knowledge about fair wage of live-in domestic workers (33%) and fair working hours (26%). All knowledge aspects improved in the post stage and indicates Open Doors can work well as an educational tool for employers of domestic workers.

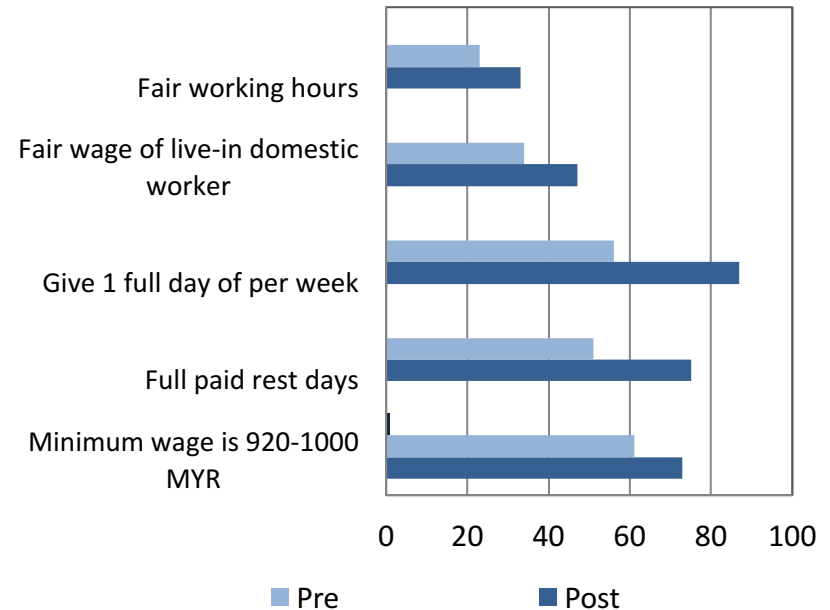
Knowledge by DW Origin

Proportion of People who are aware

Employers of Malay Domestic Workers



Employers of Overseas Domestic Workers



In the pre stage employers of overseas domestic workers had slightly better knowledge on minimum wage, full paid rest days and fair wage of live-in domestic workers. However, knowledge on giving one day off per week was significantly higher for those hired Malay domestic workers. After the intervention, employers of overseas domestic workers had a higher knowledge level in almost every aspect as did for employers of Malay domestic workers.

Knowledge

Appropriate Minimum Age of Domestic Workers

Appropriate age of domestic workers

Appropriate Age	Baseline n= 208 (%)	Impact n= 104 (%)
Under 15 year old	1	-
15 years old	2	-
16 years old	4	3
17 years old	3	-
18 years old	22	13
Over 18 years old	68	85
Don't know	1	-

In the pre stage more than two thirds (68%) stated that the most appropriate age to become a domestic worker was over 18 years old. After seeing Open Doors, there is a larger proportion of those who mentioned the same (85%).

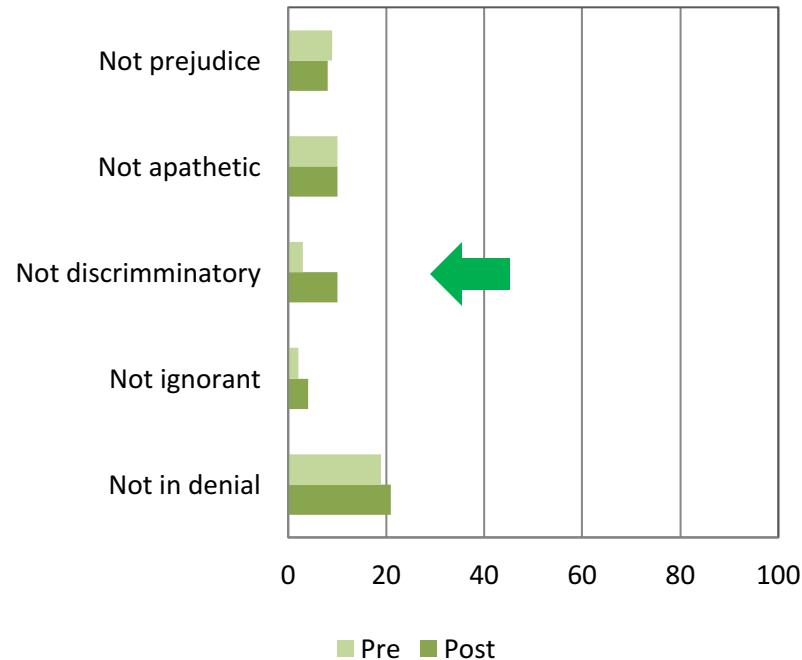
Attitude Analysis

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)
Exploitation of domestic worker is not a big issues in this country	Denial	Not in denial
A live-in domestic worker should be available to work at any time	Ignorance	Not ignorant
Migrant domestic workers don't deserve the same salary as Malaysian domestic workers	Discrimination	Not discriminatory
People don't really care if domestic workers are mistreated	Apathy	Not apathetic
A domestic worker is mistreated because they did something wrong that deserve punishment	Prejudice	Not prejudice

Positive Attitudes

Proportion with clearly POSITIVE attitude

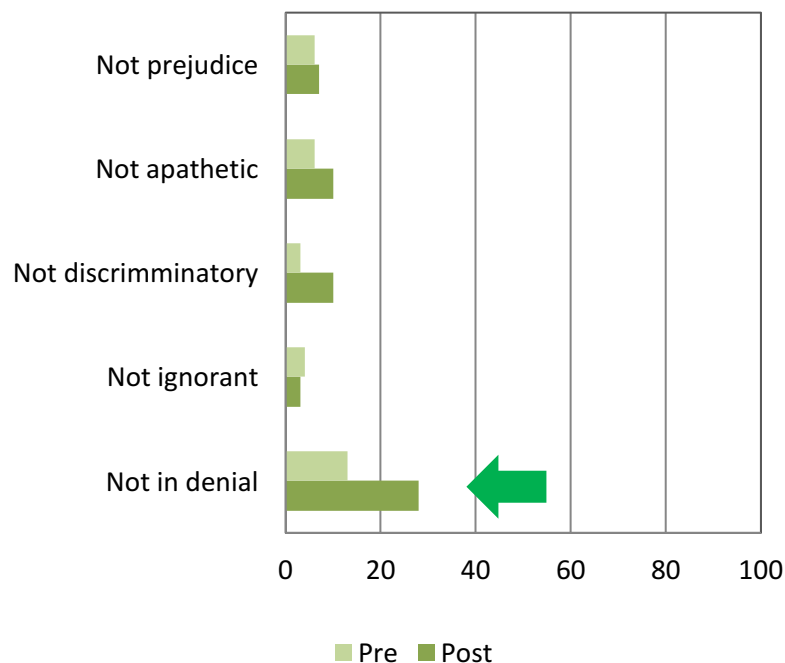


Positive attitudes were on average quite low. The most prominent positive attitude were not being in denial (19%). After watching the video, positive attitudes increased slightly particularly on not being discriminatory (from 3% to 10%).

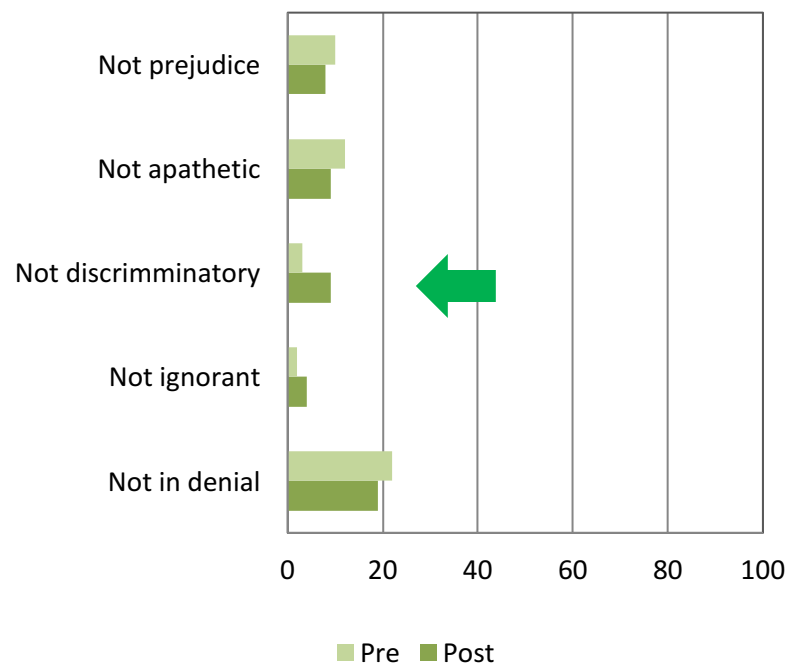
Positive Attitudes by DW Origin

Proportion with clearly POSITIVE attitude

Employers of Malay Domestic Workers



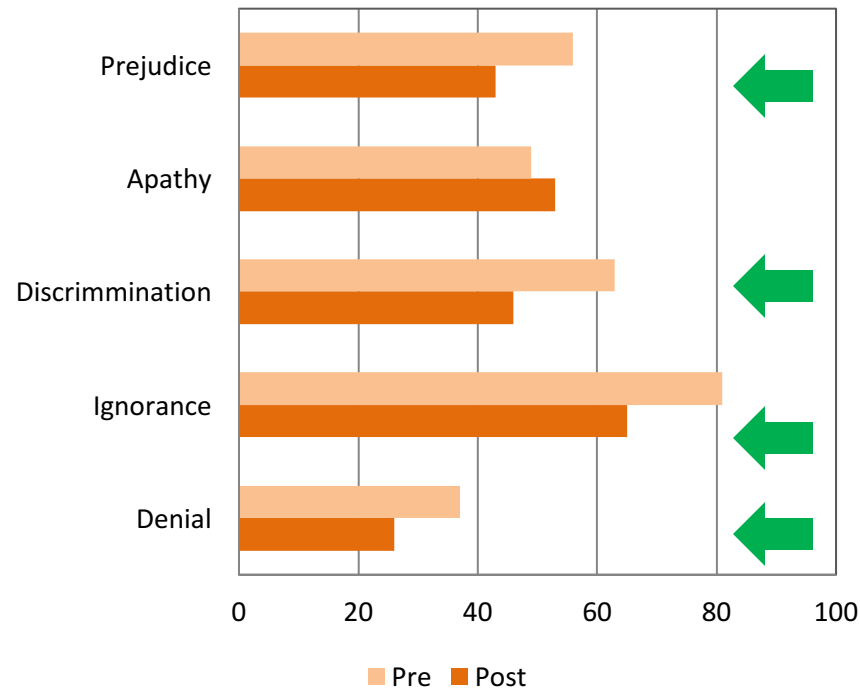
Employers of Overseas Domestic Workers



In the pre stage employers of Malay domestic workers held significantly less positive attitudes. However, the Open Doors video managed to improve their attitude in post stage, especially on not being in denial (from 13% to 28%). It is interesting that the Open Door video didn't create much impact on positive attitudes of those who hired overseas domestic workers.

Negative Attitudes

Proportion with clearly **NEGATIVE** attitude

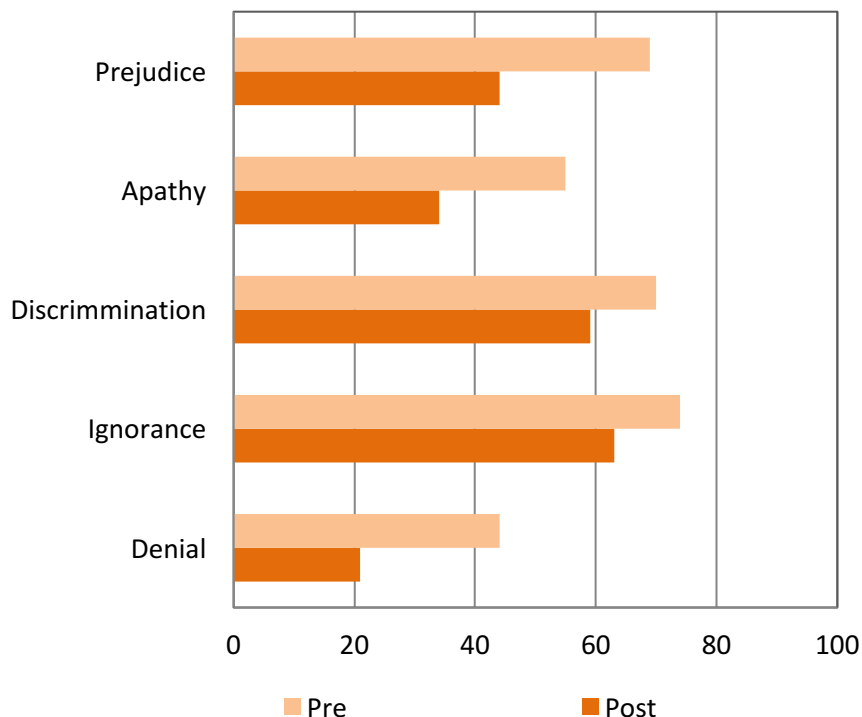


Negative attitudes are on average higher than positive ones. Ignorance (81%) and discrimination (63%) were the most prominent negative attitudes. However, negative attitudes in nearly all aspects declined in the post stage, showing that the Open Door video effectively helped to reducing negative attitude toward domestic workers.

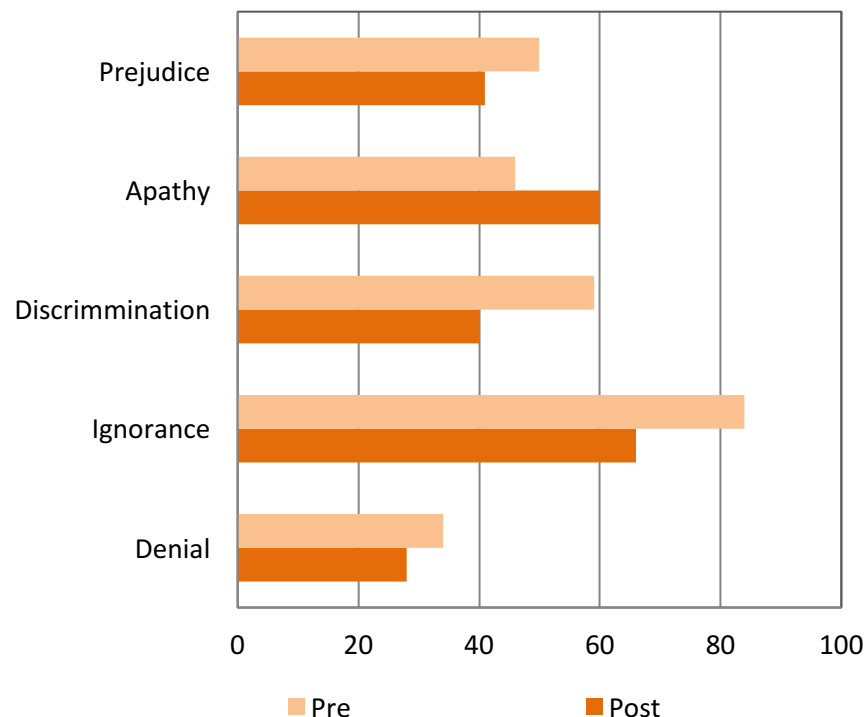
Negative Attitudes

Proportion with clearly **NEGATIVE** attitude

Employers of Malay Domestic Workers



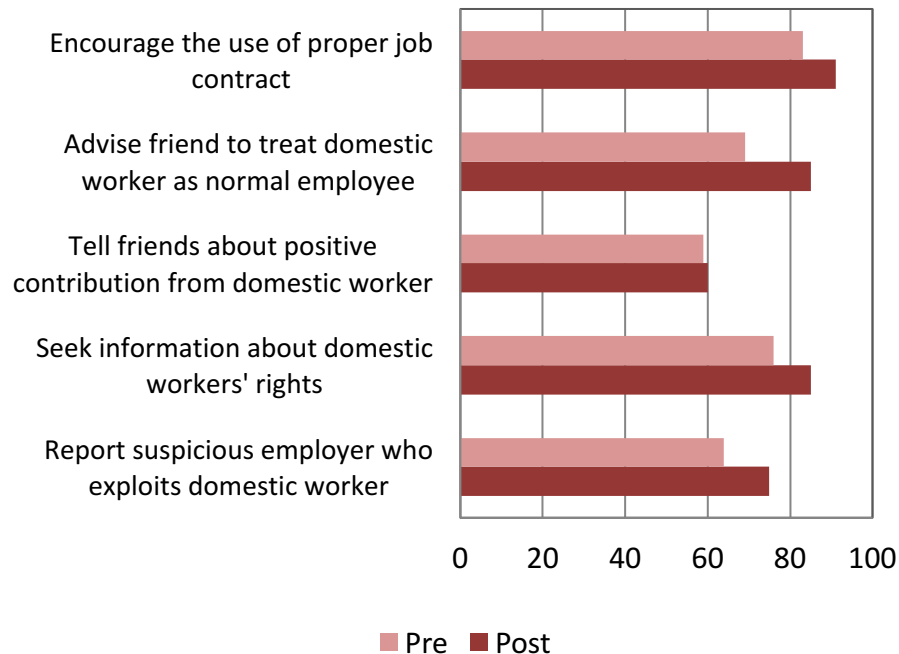
Employers of Overseas Domestic Workers



Employers of Malay domestic workers held on average stronger negative attitudes compared to employers of overseas domestic workers, except for being ignorant. Nonetheless, negative attitudes were reduced across the board after watching the Open Doors video. Same was true of employers of overseas domestic workers with the exception of apathy (46% Pre, 60% Post), which could be explained by some employers feeling guilty after watching the video.

Behavioral Intent

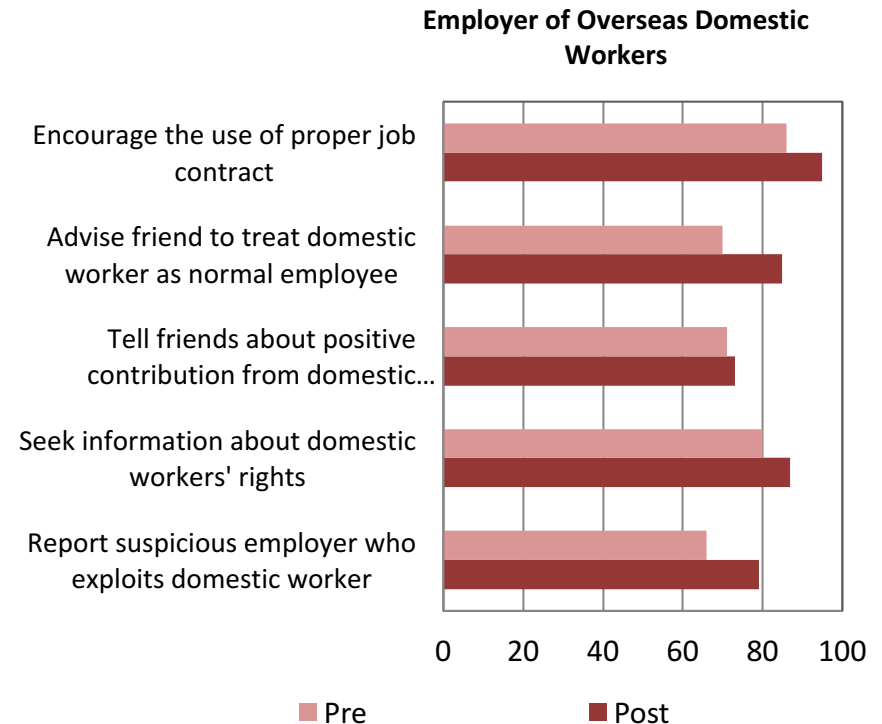
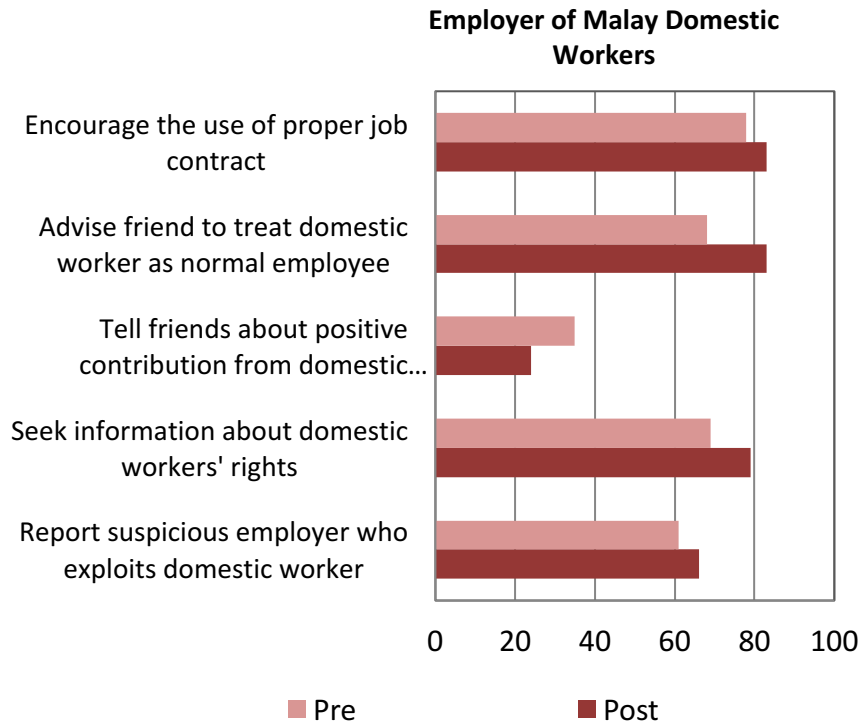
Proportion who indicate they will fully comply



Behavioral intent was on average reasonably high 60 percent or higher. The Open Doors video helped to strengthen intentions, improving all behavioral components to some extent and pushing them over 80 percent in terms of encouraging the use of proper job contract, advising friends about job contract and seeking information about domestic worker's rights.

Behavioral Intent

Proportion who indicate they will fully comply

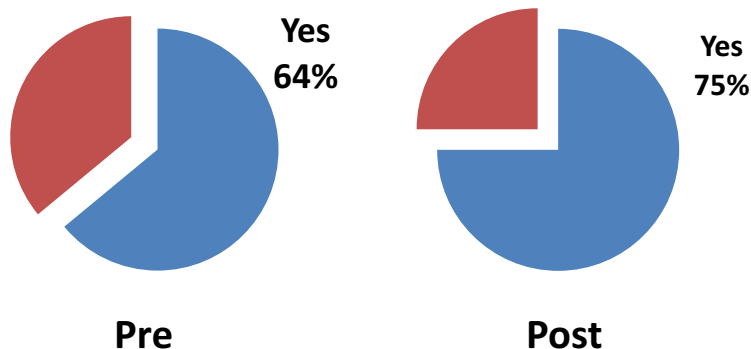


Employers of overseas domestic workers generally have somewhat higher compliance than employers of Malay domestic workers, particularly regarding telling others about some positive contribution of domestic workers. This probably is a result of strict regulations and law enforcement pertaining to migrant workers in Malaysia. Employers of migrant workers may be more aware of such regulations and are therefore more likely to be more compliant. It is interesting to note that this dimension declined in the post stage for employers of Malay DWs and may indicate the video made some realize they have not actually said positive things about DWs.

Report Suspicious Employer

Would report suspicious employer who exploits his/her domestic worker

Base: All participants



Who they would report to

Base: Those intending to report

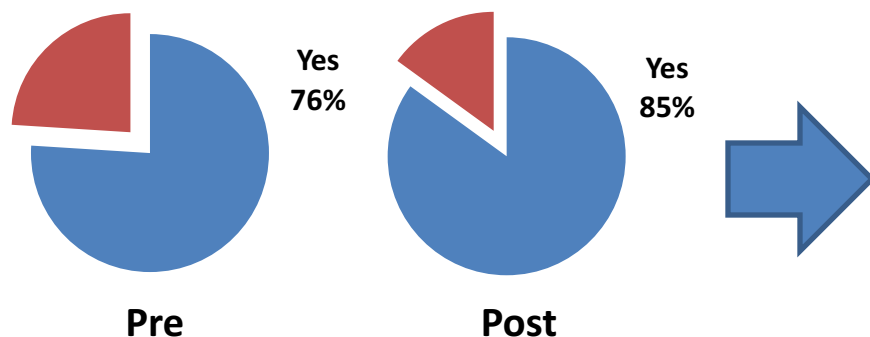
Report to (Base: Would report)	Baseline n=133 (%)	Impact n=78 (%)
Police	87	81
NGO	27	33
Call a hotline	31	39
Other	3	6

Around three in five employers (75%) claimed that they would report if they suspected their neighbor was exploiting a domestic worker. Of these, the majority would report to police (81%) followed by reporting to calling a hotline (39%) and NGO (33%).

Information Source on Workers' Rights

Would seek information on domestic workers' rights

Base: All participants



Information Sources

Base: Would seek information

Information sources (Base: Would seek information)	Baseline n=201 (%)	Impact n=88 (%)
Local Gov't office	76	78
Internet	56	61
NGO	42	60
Friends and relatives	23	34
Other	4	3

Around four in five employers (85%) indicated that they would seek information about domestic workers' rights if they were about to hire a domestic worker. The local government office was mentioned as the most common source where people would seek information (78%). Internet (61%) and NGO (60%) were also another common sources for seeking such information. NGO and friends and relatives were more pronounced in the post stage.

Media Behavior Profiles (Pre stage only)

Ownership and usage of mass and social media

Media Ownership and Regular Usage

Media Ownership	n=208 (%)
Internet	94
Television	91
Smart phone or tablet	86
PC or laptop	83
Newspaper	72
Radio	68
Magazine	39
Regular mobile phone	23
None of the above	-

Media Regularly Used	n=208 (%)
Internet	87
Television	76
Newspaper	43
Radio	38
Magazine	18
None of the above	-

Nearly everyone owns internet and television with 94 percent and 91 percent respectively, followed by smart phone or tablet (86%) and PC or laptop (83%). Internet and television are the two media that people in Malaysia use most regularly.

*Note: Since an online panel was used, internet penetration may be inflated and may not be representative of the population.

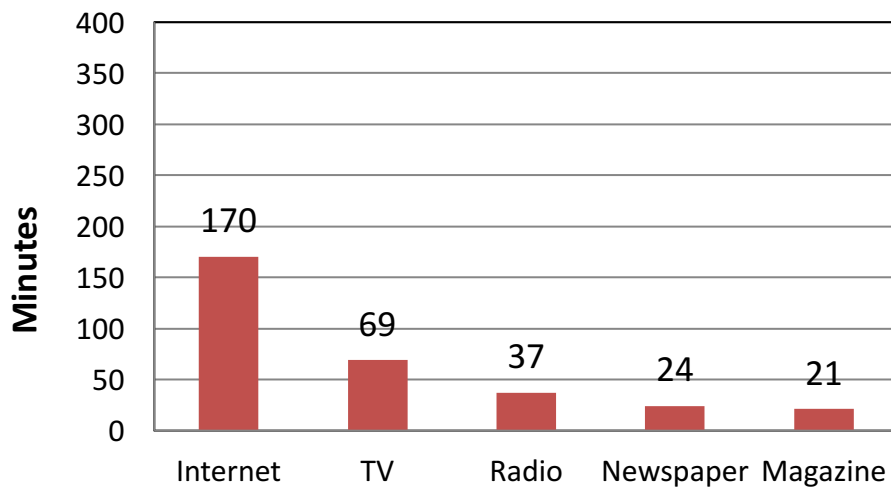
Media Ownership and Usage by DW Origin

Television and internet are the most popular media owned by both employers of Malay and employer of overseas domestic workers. PC or laptop as well as smart phone or tablet are also popular amongst these two groups (over 80%). More employers of overseas domestic workers own newspaper and radio. In addition, they watched television more regularly than those who hired Malay domestic workers (83% over 65%).

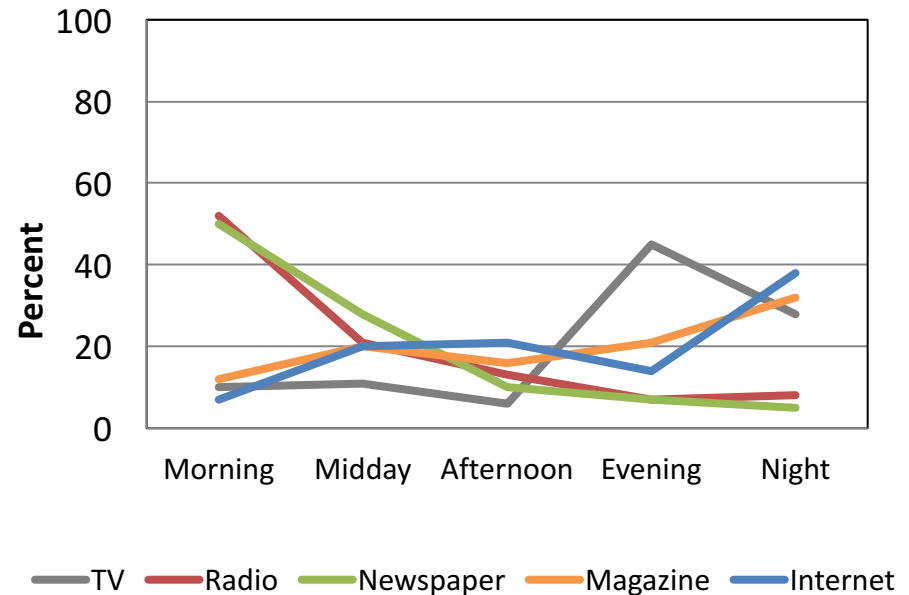
Media Base: All participants	Employer of Malay DWS n=71 (%)	Employer of overseas DWS n=137 (%)
Media ownership		
TV	87	93
Internet	96	93
PC or laptop	83	83
Smart phone or tablet	82	88
Newspaper	62	77
Radio	56	74
Magazine	32	43
Regular mobile phone	25	22
Media usage		
Internet	85	88
TV	65	83
Newspaper	37	46
Radio	32	41
Magazine	16	19

Media Consumption

Media Consumption per Day



Time of Media Consumption



Internet was found to be the media that people spend most time using, on average almost 3 hours per day, followed by television with just over on hour per day. Time spent listening to the radio was on average half an hour. Reading newspapers and magazines both had less than half an hour. Internet was consumed quite consistently from morning until evening and more pronounced at night, whereas Television was consumed mostly in the evening. Press media was predominantly consumed in the morning and during midday. Radio was listened from morning until the afternoon.

TV Channels Watched by Status of Employment

TV Channel Base: Those who watch TV	Total n=159 (%)
TV3	82
Astro	74
TV9	49
TV1	36
TV2	28
NTV7	28
8TV	23
TV Alhijrah	21
TVi	7
Muzik Aktif	3
Sun TV	3
Other	6

TV Channels Base: Those who watch TV	Employer of Malay DWS n=71 (%)	Employer of overseas DWS n=137 (%)
TV3	85	81
Astro	63	78
TV9	39	53
TV1	22	42
TV2	20	32
NTV7	22	30
8TV	17	25
TVi	7	7
Muzik Aktif	4	2
TV Alhijrah	17	23
Sun TV	2	3
Other	11	4

The most popular TV channel is TV3 with 82 percent followed by Astro (74%) and TV9 (49%). Other channels are less popular. Astro and TV9 were more popular amongst employer of overseas domestic workers.

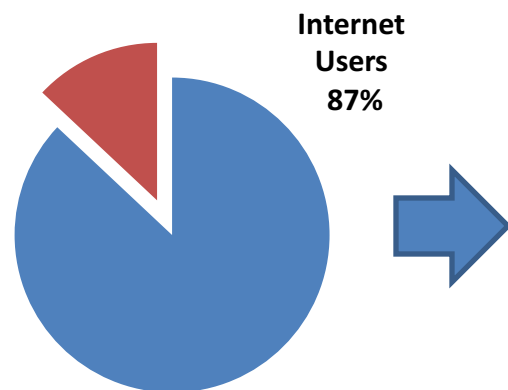
TV Programs Watched Regularly

Local news was the most popular type of TV program among those who regularly watch TV (87%). Apart from this, international movies (70%) and international news (66%) were found to also be popular programs.

Program type Base: Those who watch TV	Total n=159 (%)
Local News	87
International movies	70
International News	66
Documentaries	56
Local movies	54
Reality shows	52
Variety or comedy shows	51
Sport	41
Talk shows	34
Animation	38
Game shows	29
Docu-drama	17
Infotainment	15
Soap opera	12
Other	7

Access to Internet & Chat Services Used

Use internet regularly



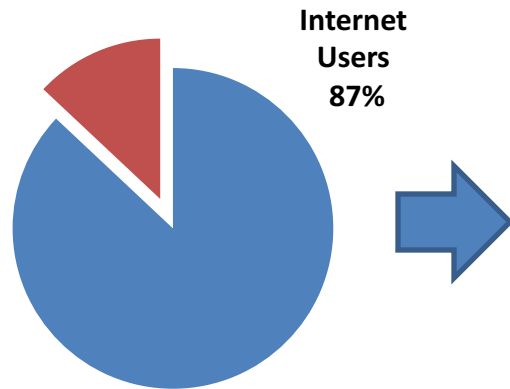
Device used Base: Internet users	n=180 (%)
PC or laptop	86
Mobile phone	82
Tablet	38

Chat service Base: Internet users	n=180 (%)
WhatsApp	97
Facebook Messenger	76
Skype	33
Wechat	29
Yahoo	23
Line	24
Google Chat	16
Other	10
Viber	11
BBM	7
Kakao Talk	6
QQ	2
KL chat	1
None	-

Internet penetration stood at 87 percent amongst employers. Around four in five (86%) used a PC, laptop or mobile phone (82%) to access internet. All internet users used a chat service. WhatsApp tops the list with 97 percent followed by Facebook Messenger with 76 percent.

Social Media Used & Activities

Use internet regularly



Social Media Base: Internet users	n=180 (%)
Facebook	95
Instagram	71
Google+	62
Twitter	62
Other	11

Activities Base: Social media users	n=180 (%)
Reading material	89
Searching	87
Connecting and networking	76
Sharing stuff	62
Chatting	61
Downloading stuff	58
Competition and games	30
Other	6

Every internet user subscribed to a social media site. Facebook was the most popular social media site with 95 percent, followed by Instagram (71%), Google+ (62%) and Twitter (62%). Social media users were active and perform a number of activities on their social media site. Reading (89%) and searching (87%) were the most common activities but many also used it for connecting and networking (76%).

Social Media and Chat Services by DW Origin

Most of those who hired Malay domestic workers use Facebook (95%), Google+ (75%) and Twitter (62%). Whereas most employers of overseas domestic workers use Facebook (95%) and Instagram (69%).

With regard to chat services, Whatsapp and Facebook Messenger were found to be popular amongst employers. Yahoo was more pronounced amongst employers of Malay domestic workers.

Media Base: Internet users	Employer of Malay DWS n=60 (%)	Employer of Overseas DWS n=120 (%)
Social Media		
Facebook	95	95
Google+	75	55
Instagram (IG)	75	69
Twitter	62	62
Other	30	21
Chat Services		
WhatsApp	95	98
Facebook Messenger	75	77
Skype	30	34
Wechat	30	28
Yahoo	32	19
Line	20	26
Google Chat	13	18
Other	12	9
Viber	10	12
BBM	7	8
Kakao Talk	10	4
QQ	2	2
KL chat	2	-

Gender Analysis

Exploring differences between males and females

Salary Paid to Domestic Workers

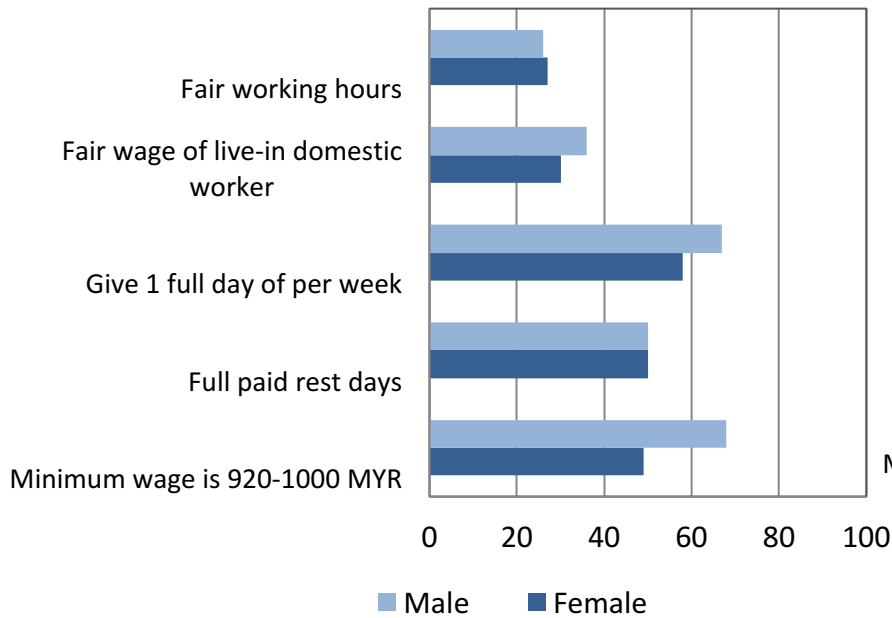
	Baseline	
Salary of domestic workers	Male n=103 (%)	Female n=105 (%)
Less than 31 MYR / day or 920 MYR / month	18	31
31 – 34 MYR / day or 920 to 1000 MYR / month	51	42
Over 34 MYR / day or 1000 MYR / month	28	23
Don't know	4	4

Overall, more male employers paid salary to their domestic workers according to the minimum wage which is 31 – 34 MYR / day or 920 to 1000 MYR / month or higher (51%). Whereas, more female employers paid their domestic workers less than the minimum wage (31%).

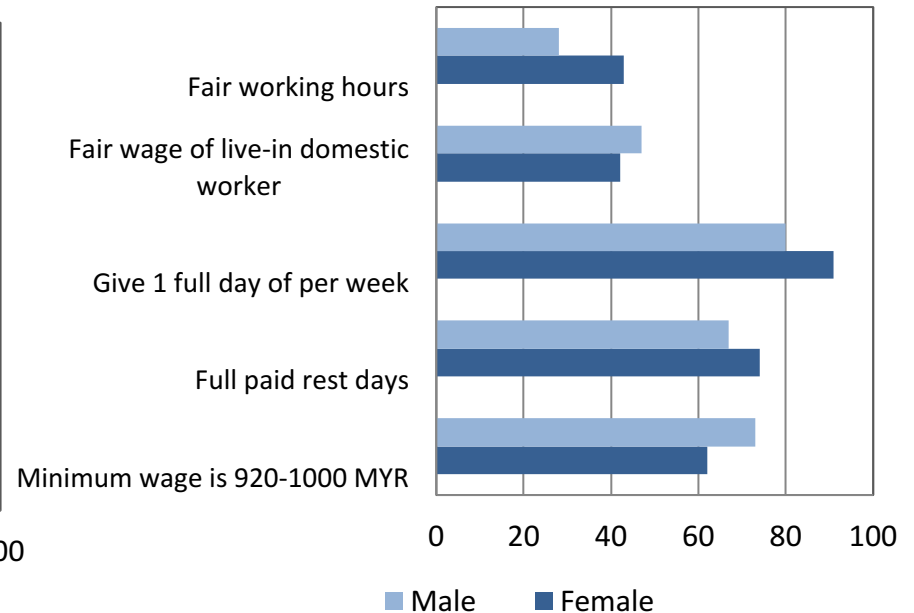
Knowledge

Proportion of People who are aware

Knowledge
(Pre)



Knowledge
(Post)

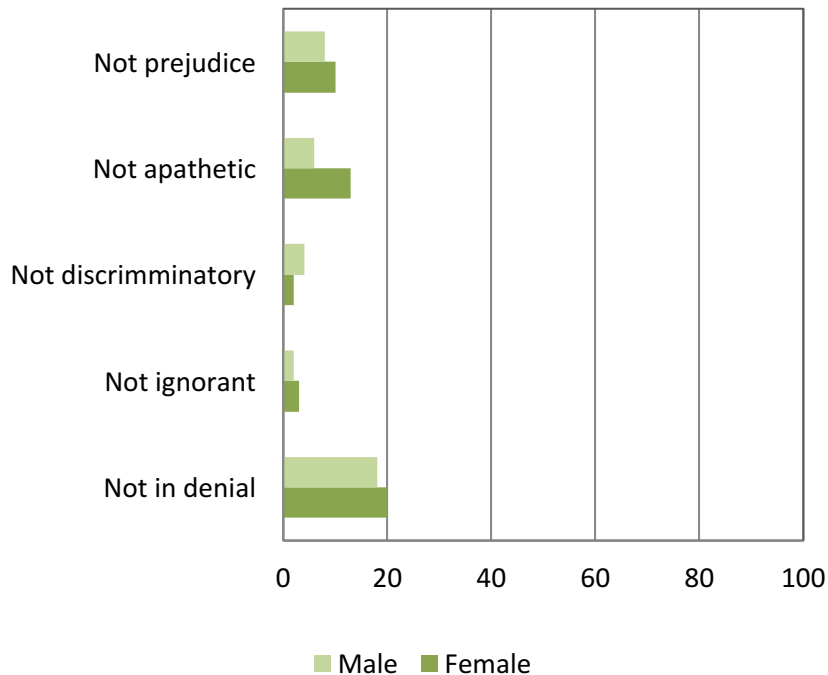


Males had somewhat higher knowledge levels than females on most aspects, particular on knowledge about one day off per week and minimum wage of domestic workers. However, after watching the video, females managed to shift their knowledge levels to be nearly equal or higher than males in several issues during the post stage.

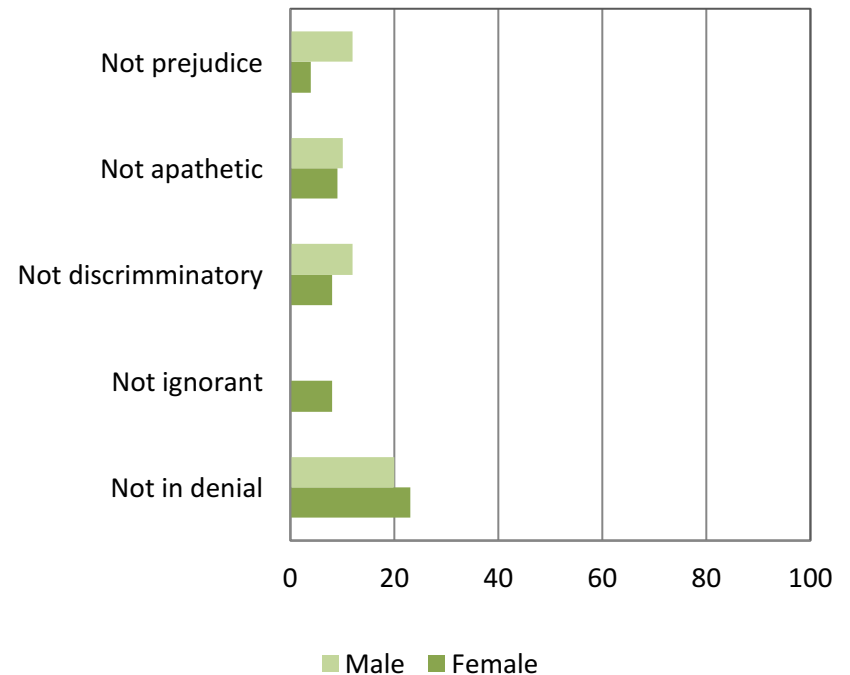
Positive Attitudes

Proportion with clearly POSITIVE attitude

Positive attitude
(Pre)



Positive attitude
(Post)

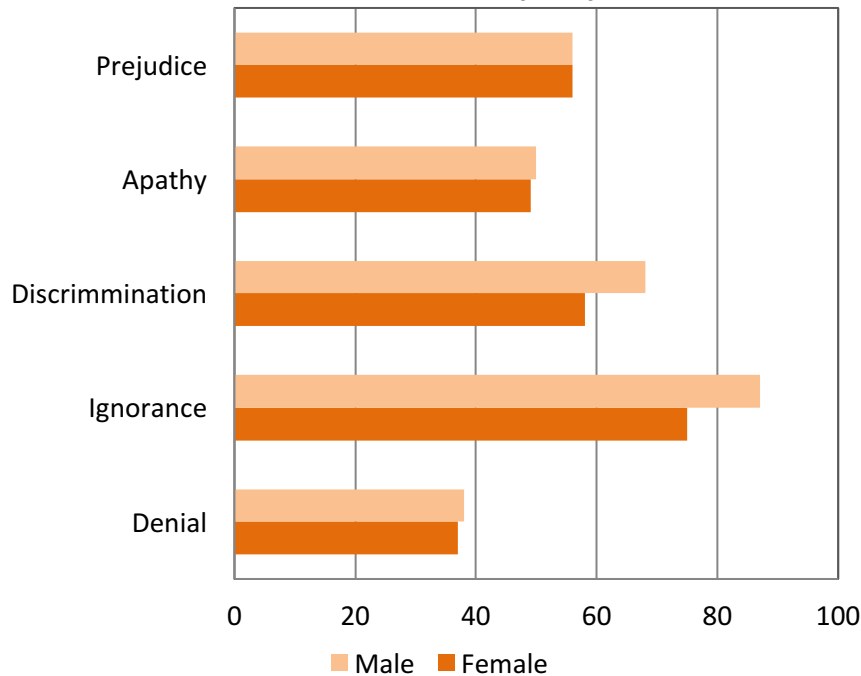


Generally, females held somewhat more positive attitudes than males on most aspects, particularly on not being apathetic. Males and females had quite similar positive attitude level on not being in denial.

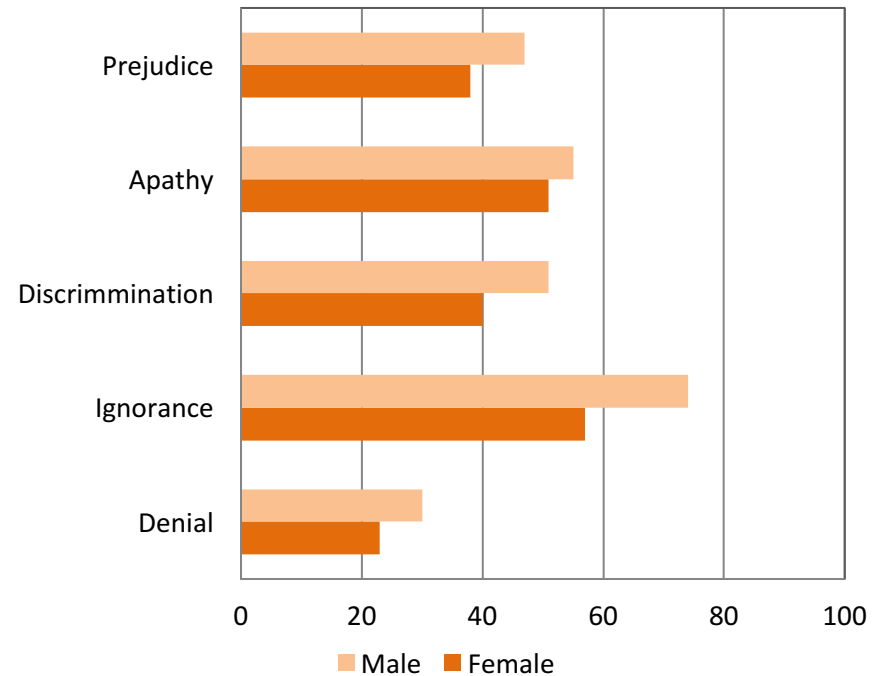
Negative Attitudes

Proportion with clearly **NEGATIVE** attitude

**Negative attitude
(Pre)**



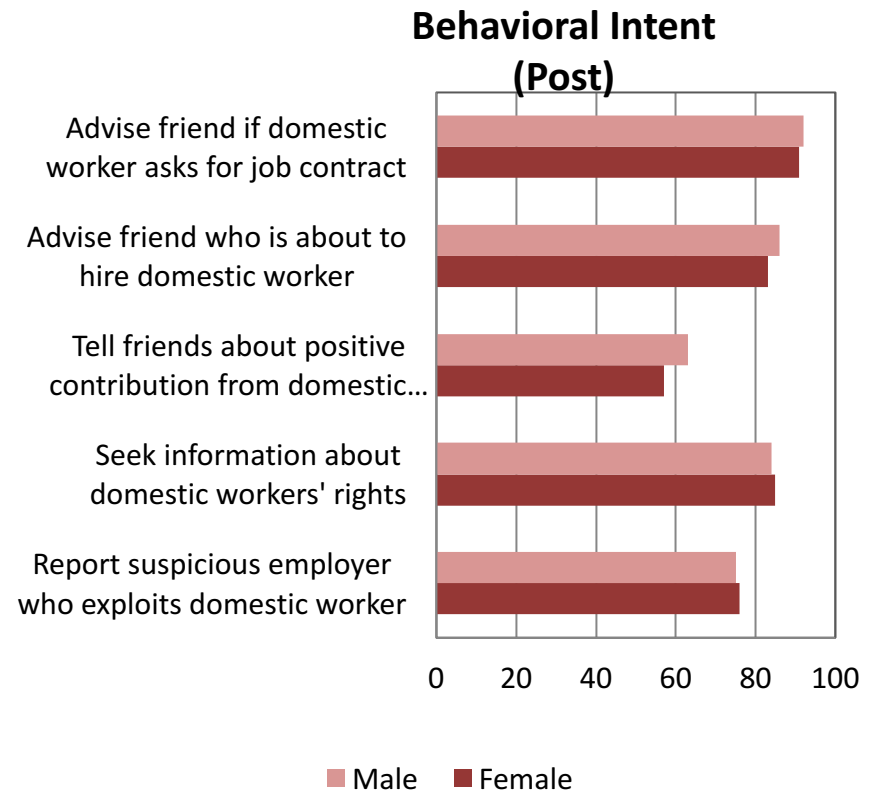
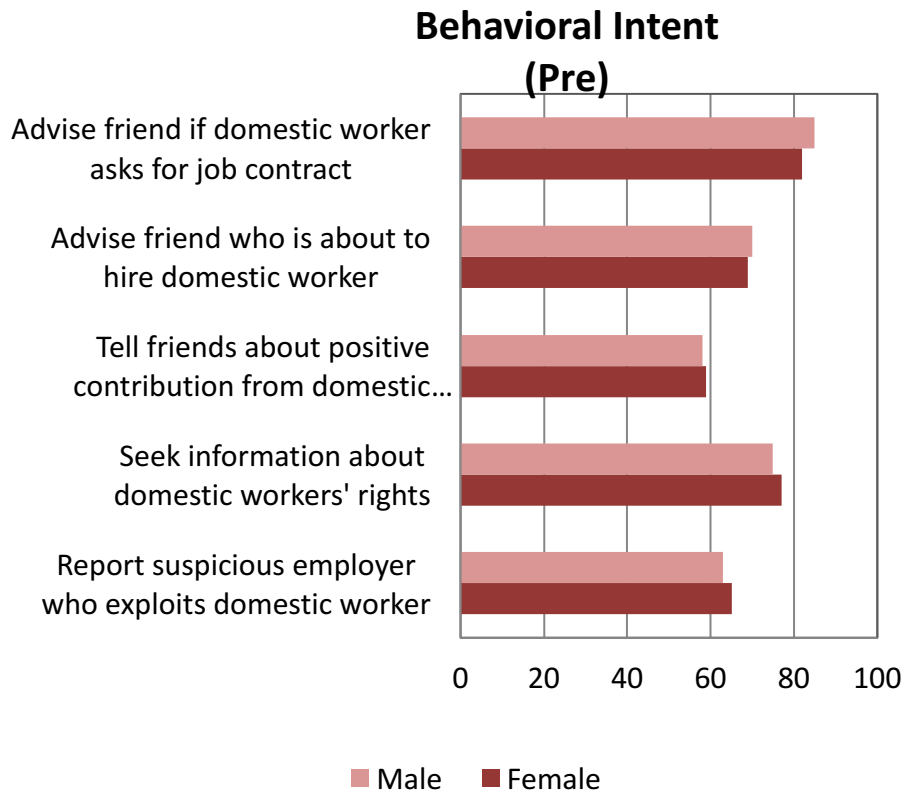
**Negative attitude
(Post)**



Males held significantly stronger negative attitudes toward domestic workers than females on most aspects, especially ignorance and discrimination.

Behavioral Intent

Proportion who indicate they will fully comply



Behavioral intent is on average is reasonably high for both males and females. Females generally had lower compliance than males in the post stage.

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